

AUG
2023

NO.
32

MAD

NOTHING

NOWHERE

ANY

SO

THE TIME



MADMAG.COM



MAD

NO. 32 AUGUST 2023

WILLIAM M. GAINES FOUNDER

SUZU HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR



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- 03** Fantasy "Buy"land (MAD TV Parody), MAD #203, Dec 1978
- 08** The Tourist, MAD #150, Apr 1972
- 09** If Chickens Could Time Travel, MAD #480, Aug 2007
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CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots
INSIDE BACK COVER A MAD Fold-In by Johnny Sampson
VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés
COVER ARTIST Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

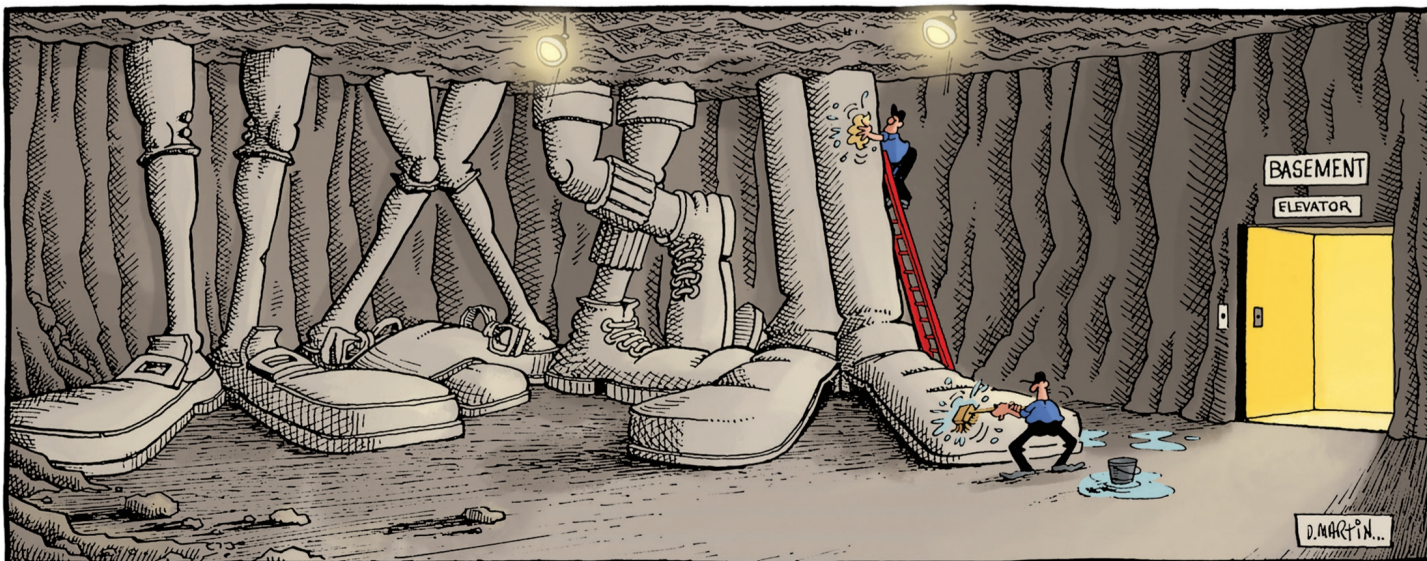
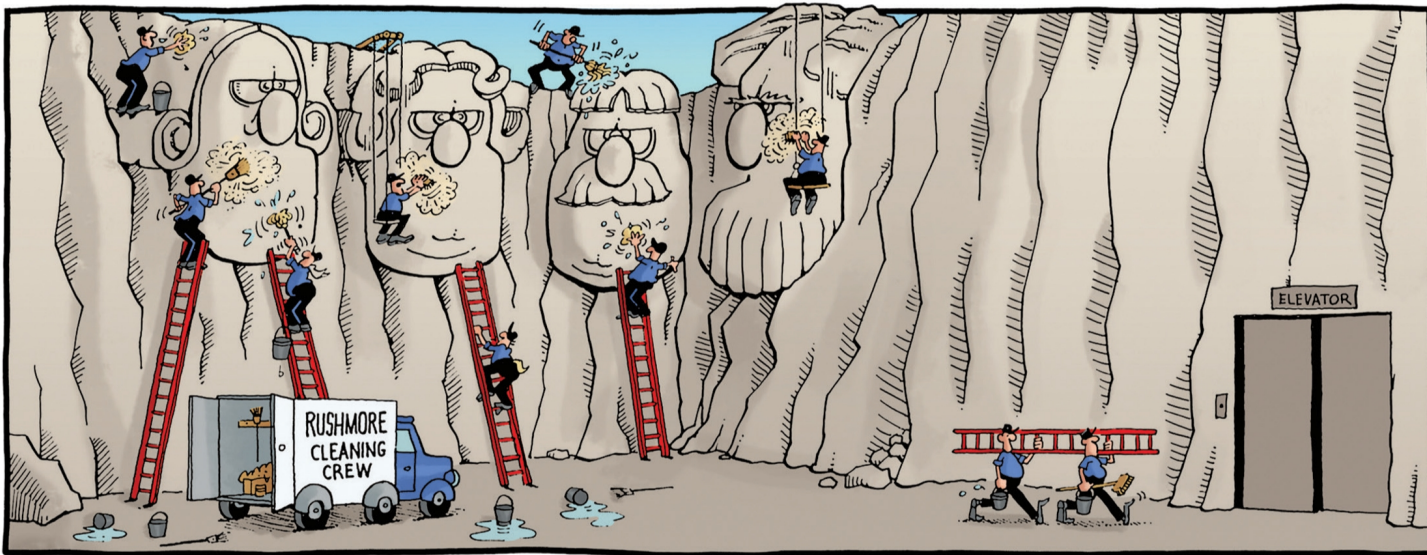
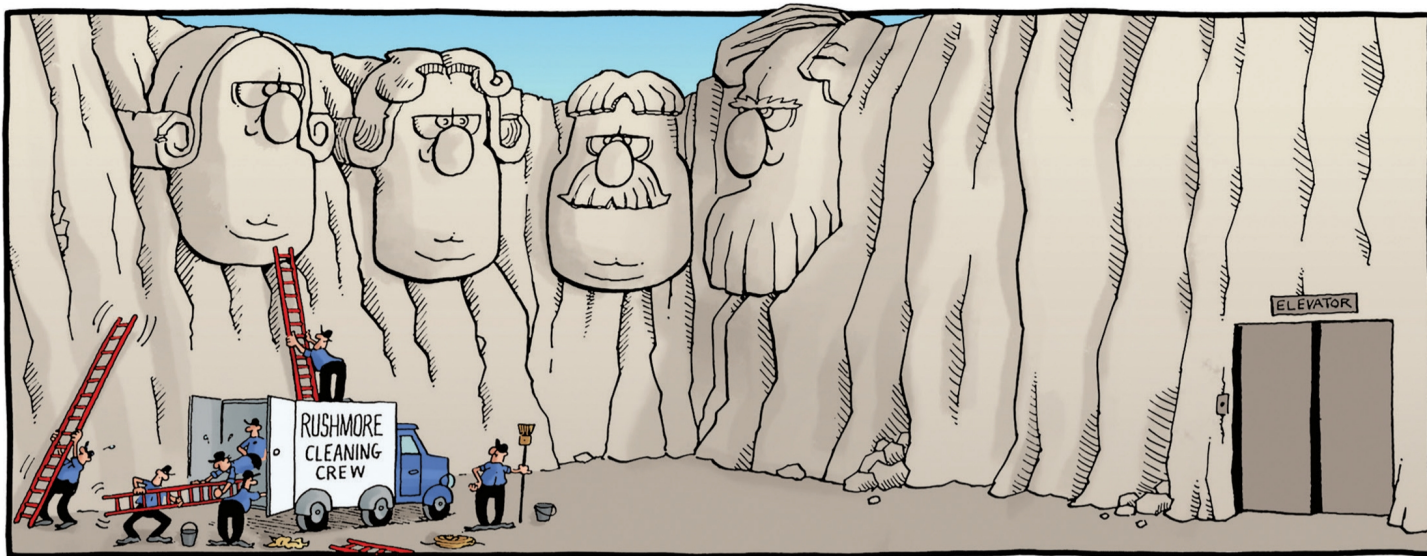
ALFRED NEUMAN AND HIS CHARACTER ARE REGISTERED
 ON GANGLAND FOR MAD #100, 1-1-1967
 ARTIST: NORMAN MURRAY

Parallels between the two
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 ID 558491514 ID Wikimedia / Dreamstime.com
 Print size: 1000x1000px and 1000x1000px
 ID 172011917 ID Dreamstime.com
 ID 560266666 ID Dreamstime.com

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ONE DAY AT MOUNT RUSHMORE





There's a new hit show on TV that takes place on a lush tropical island. People (mostly ABC stars) visit this remote paradise in order to live out their secret desires and unfulfilled fantasies. Sounds like a great idea for a series, right? Wrong...unless you happen to be the Network Executive whose secret fantasy was to come up with the most ridiculous show to hit TV since "My Mother—the Car." In which case, your fantasy is being fulfilled weekly with this idiocy called . . .

FANTASY "BUY" LAND

Ratchew . . . what do you think you're doing . . . ?

I'm living out my "leather" fantasy, Boss! You know, short people have fantasies, too!!

I'm sure they do! But that kind of fantasy, unfortunately, cannot be shown on TV . . . or in this magazine!

Too bad! It would do wonders for our ratings!

Never mind! Go and get dressed now! The PLANE is coming . . .

Who are our guests going to be, Boss?

Mr. Shorn Chastity, a student, who's always dreamed of being a "Gunfighter", and Miss Fairer Faucet Minors, the famous poster girl and TV sex symbol . . . !

I hope her fantasy is to make out with a suave, handsome . . . very short-in-stature Frenchman!



WRITER LOU SILVERSTONE ARTIST ANGELO TORRES

Sorry, Ratchew, but Miss Minors fantasy is a Cinderella Story in reverse! She dreams of escaping the spotlight and living like a plain, everyday person! She's going to work here as a Waitress!

A WAITRESS? I like my idea much better!

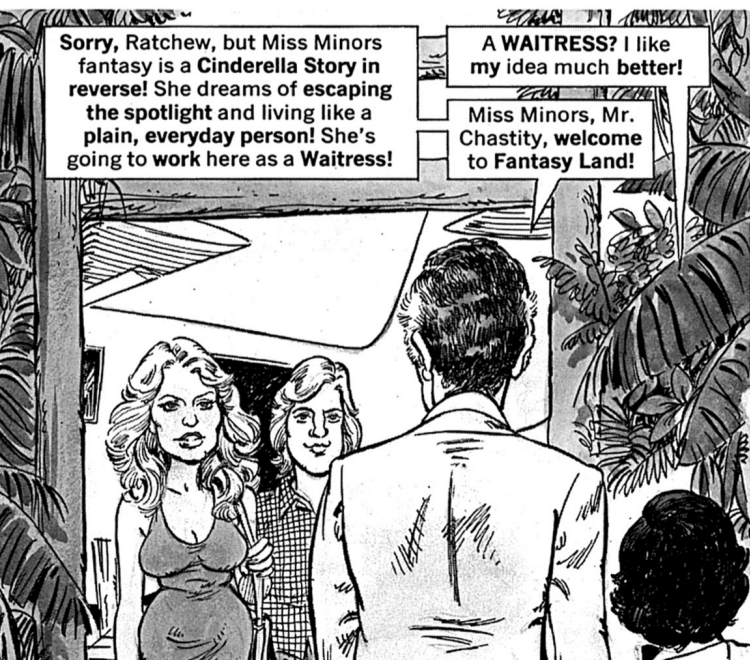
Miss Minors, Mr. Chastity, welcome to Fantasy Land!

First, Fairer, we have to deglamorize you so you look like a typical resort hotel Waitress!

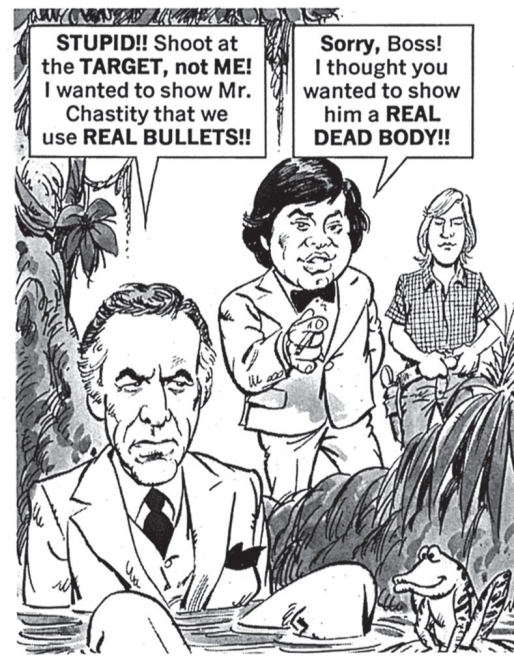
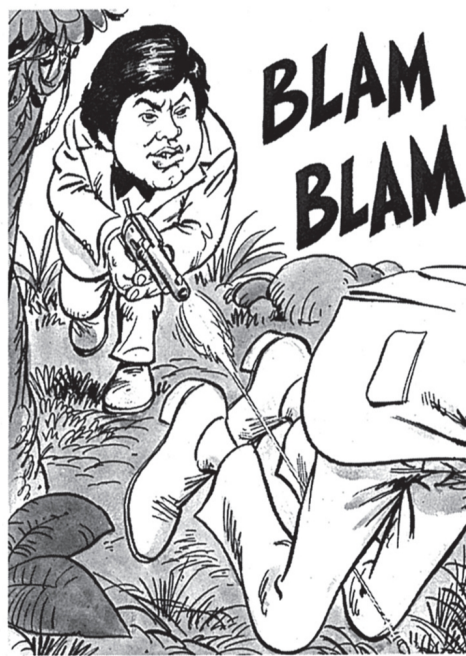
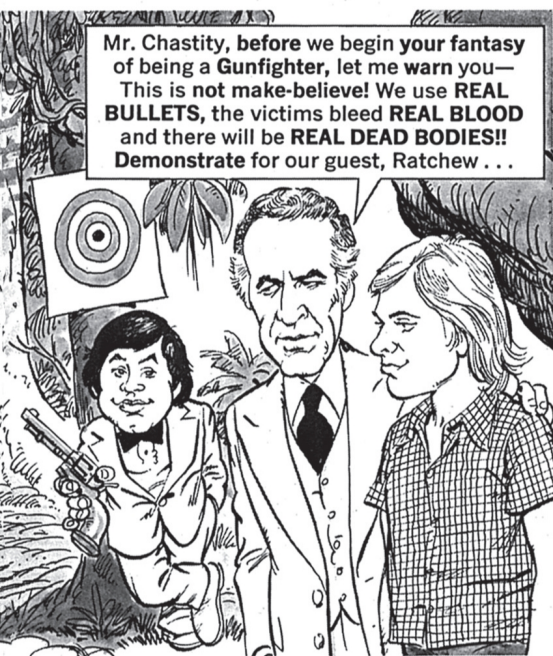
Boss, it would be a lot easier to pass me off as a Center in the N.B.A.!

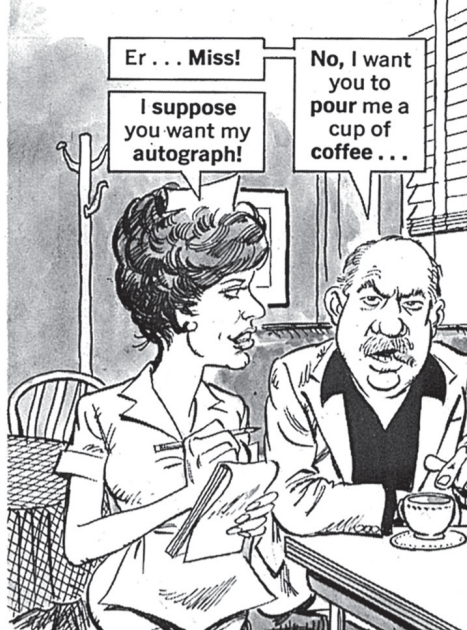
You forget, Ratchew . . . this is Fantasy Land! And here—ANYTHING is possible!!

Now, let's see . . . a new hairdo . . . a pair of sensible, flat walking shoes . . . and a bra! That should do it!!



Torres





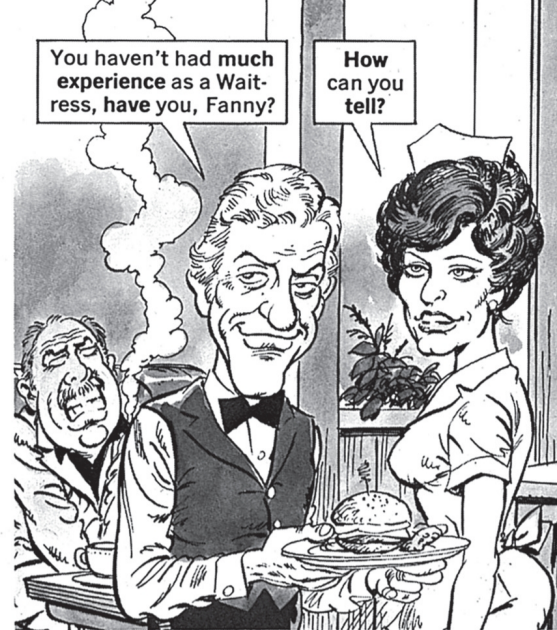
Er... Miss!

I suppose you want my autograph!

No, I want you to pour me a cup of coffee...

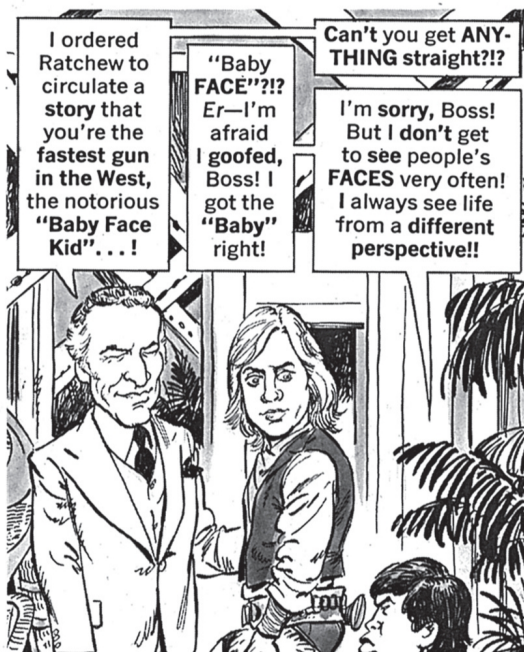


AIEEEEE!!



You haven't had much experience as a Waitress, have you, Fanny?

How can you tell?

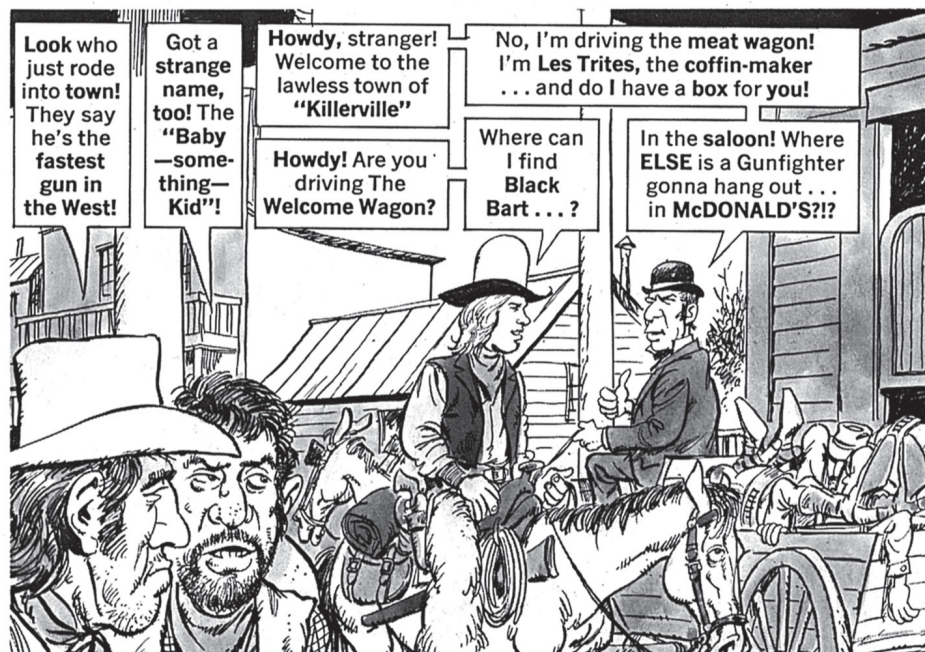


I ordered Ratchew to circulate a story that you're the fastest gun in the West, the notorious "Baby Face Kid"...!

"Baby FACE"?!! Er—I'm afraid I goofed, Boss! I got the "Baby" right!

Can't you get ANYTHING straight?!!

I'm sorry, Boss! But I don't get to see people's **FACES** very often! I always see life from a different perspective!!



Look who just rode into town! They say he's the fastest gun in the West!

Got a strange name, too! The "Baby—something—Kid"!

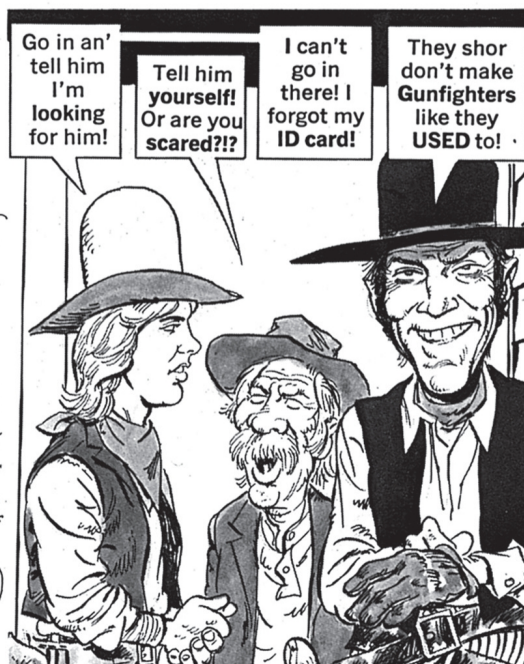
Howdy, stranger! Welcome to the lawless town of "Killerville"

Howdy! Are you driving The Welcome Wagon?

No, I'm driving the meat wagon! I'm Les Trites, the coffin-maker ... and do I have a box for you!

Where can I find Black Bart ... ?

In the saloon! Where ELSE is a Gunfighter gonna hang out ... in McDONALD'S?!!



Go in an' tell him I'm looking for him!

Tell him yourself! Or are you scared?!!

I can't go in there! I forgot my ID card!

They shor don't make Gunfighters like they USED to!



Excuse me ... are you Black Bart ... the infamous gun-fighter?

No, I'm dressed like this for Trick-Or-Treat! Of course, I'm Black Bart! Who are you, stranger?

They call me "The Baby Face Kid"...

"Baby FACE"?!! I heard they call you something else!

That @#\$%& Ratchew!!

Okay, Kid! Let's see how fast you really are!

I got ten bucks that says Bart will take him!

You're on! And I got another ten that says that on this suspenseful note, we will now break for five or six commercials!

Fanny, we've known each other only a few days, and I've grown very fond of you! But I have a confession to make! I'm—I'm not really a Waiter . . . !

I know! You're a Prince . . . or a rich Playboy . . . and you wanted to see how the other half lives!

If I were rich, why would I want to do a dumb thing like waiting on tables?

No, I'm a Good Humor Man! I work as a Waiter in the off-season!

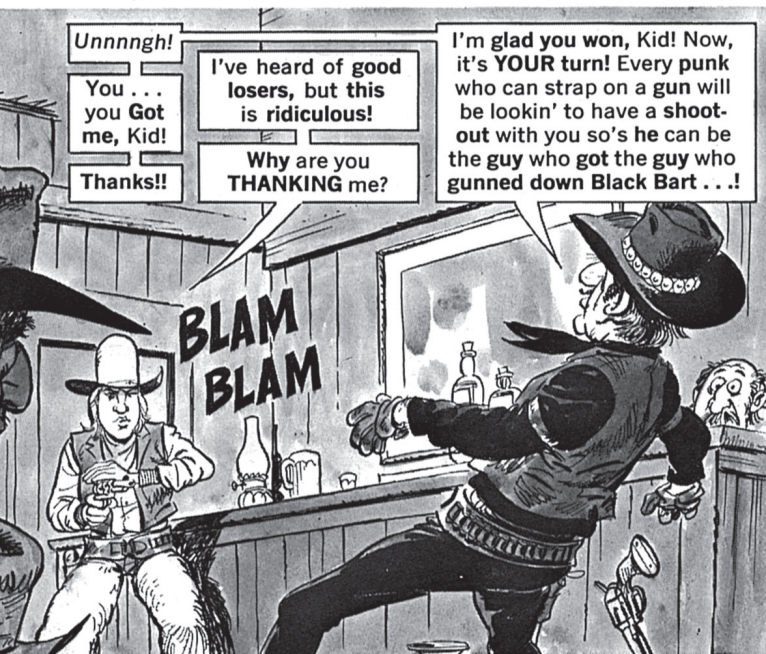
I've got a confession to make, too, Dyke! My . . . my name isn't Fanny! It's Fairer Faucet Minors!

Yeah, yeah! So get to the good part . . . !
I SAID I'm Fairer Faucet Minors!!

That's it?!? That's the whole thing?!? You lied about your name?!? That's even duller than my Good Humor Man confession!

You—you don't know who I am?? Don't you have a TV set . . . ?!?

No, I live in a trailer and there's not much space! So I had to make a choice between a "TV" and a "John"!



Unnnngh!

You . . . you Got me, Kid!

Thanks!!

I've heard of good losers, but this is ridiculous!

Why are you **THANKING** me?

I'm glad you won, Kid! Now, it's **YOUR** turn! Every punk who can strap on a gun will be lookin' to have a shoot-out with you so's he can be the guy who got the guy who gunned down Black Bart . . . !



Hey . . . Who are all **YOU** guys?

We're Gunslingers, lookin' to make our reputations by gettin' the dude who zapped Black Bart!

See what I mean . . . ? They can't even wait for me to **CROAK**!!



Mr. Rook, I told Mr. Van Dick that I was really a glamorous star and sex symbol, and he said he didn't care . . . that he'd marry me anyway! We're going to live in his trailer!

Won't it be crowded?

No, he's getting rid of the John!

Mon Dieu! That's true love!

Just think! No more photographers, no more auto-graph hounds, no more gropers! From now on, I'll be able to go to the Supermarket with my hair in curlers . . . drink beer out of a can . . . and play the pinball machine in the candy store! I'm—I'm so excited! My whole life will be a—a fantasy!!

Are you sure that's what you really want, Fairer?

Of course, Mr. Rook! Doesn't everybody?!?



Who—who is that?

The Bartender! He was taking his pad out of his pocket to write my check, and I thought he was drawing on me!

Mr. Rook! I want out of my fantasy! I can't even walk down the street without somebody challenging me to a gunfight!!

I'm sorry, Mr. Chastity, but according to The Code of the West, a Gunfighter is NOT ALLOWED to quit!

Can't quit . . . ?! No wonder there are no French Gun-fighters!

I have an idea! You can LOSE a gunfight . . . and then you'll be off the hook!

Yeah . . . and I'll ALSO be dead!!

No . . . Ratchew will put blanks in your opponent's gun, Mr. Chastity! You will only pretend to be shot! Er . . . Ratchew, where are you going?

To put a bet on the gunfight! I think I finally got a sure thing!!



Like many of our stories, this one, too, has a moral, Ratchew! And it will be a very valuable lesson for Mr. Chastity!

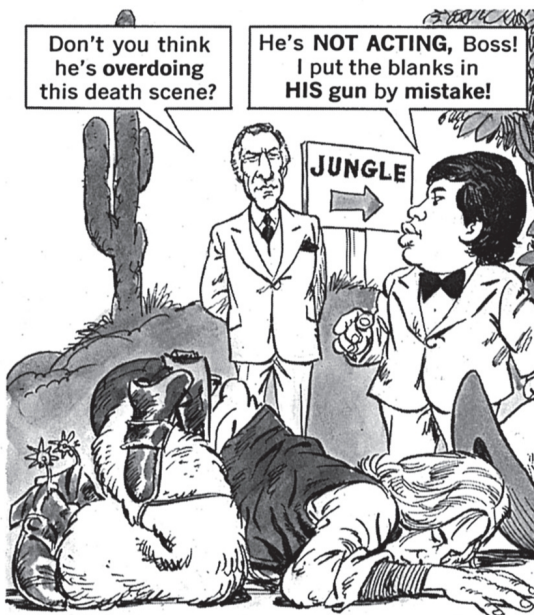
I think you're right, Boss!

Don't you think he's overdoing this death scene?

He's NOT ACTING, Boss! I put the blanks in HIS gun by mistake!

I feel terrible! Mr. Chastity was the first guest we ever lost!

You win some, you lose some, Boss! Nobody's perfect!



Boss, I just can't believe that a sexy, gorgeous creature like that would choose to be a middle-class housewife!

Ratchew, you have to remember that our audience is made up of average people who sit home on Saturday night and watch TV! When they see stories like this, they think their dull life style is preferable to that of the beautiful people of the jet set!

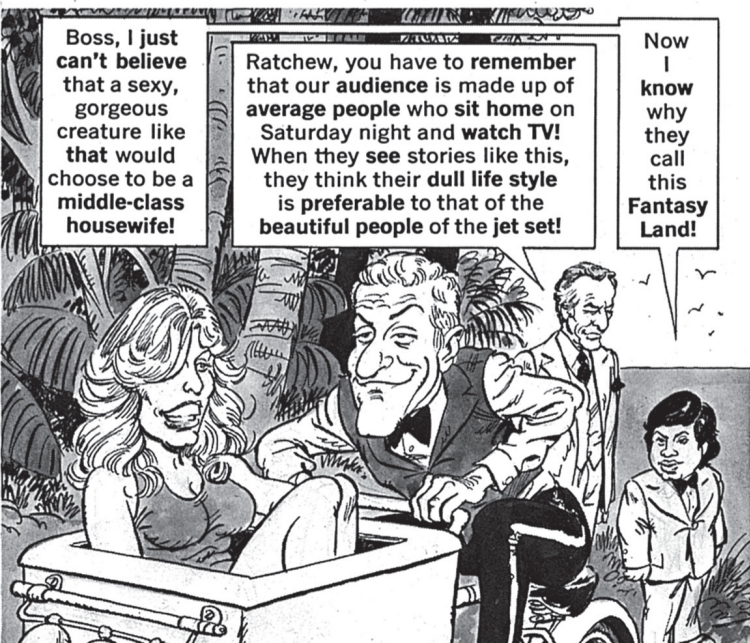
Now I know why they call this Fantasy Land!

Boss, what was the craziest fantasy you were ever asked to fulfill?

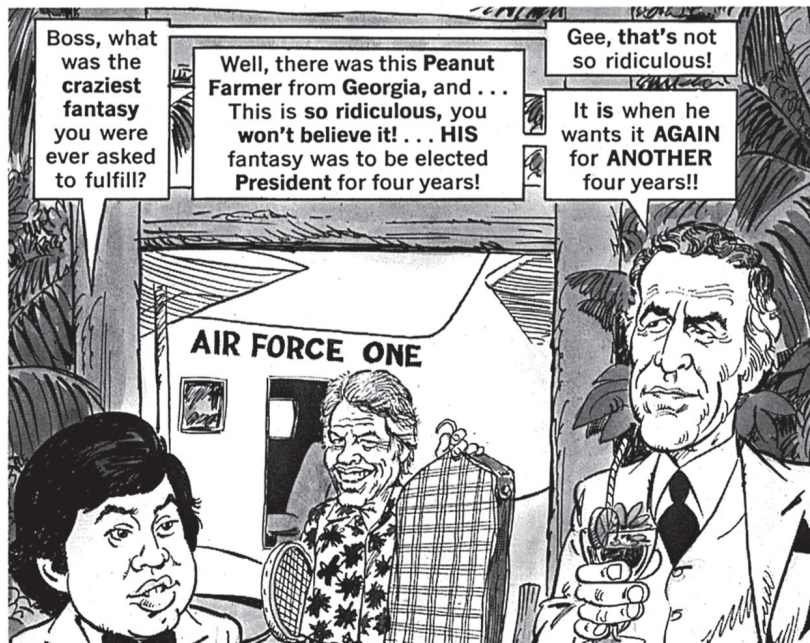
Well, there was this Peanut Farmer from Georgia, and . . . This is so ridiculous, you won't believe it! . . . HIS fantasy was to be elected President for four years!

Gee, that's not so ridiculous!

It is when he wants it AGAIN for ANOTHER four years!!



ORIGINALLY PUBLISHED IN MAD #203, DEC 1978





THE TOURIST



WRITER & ARTIST **ANTONIO PROHIAS**



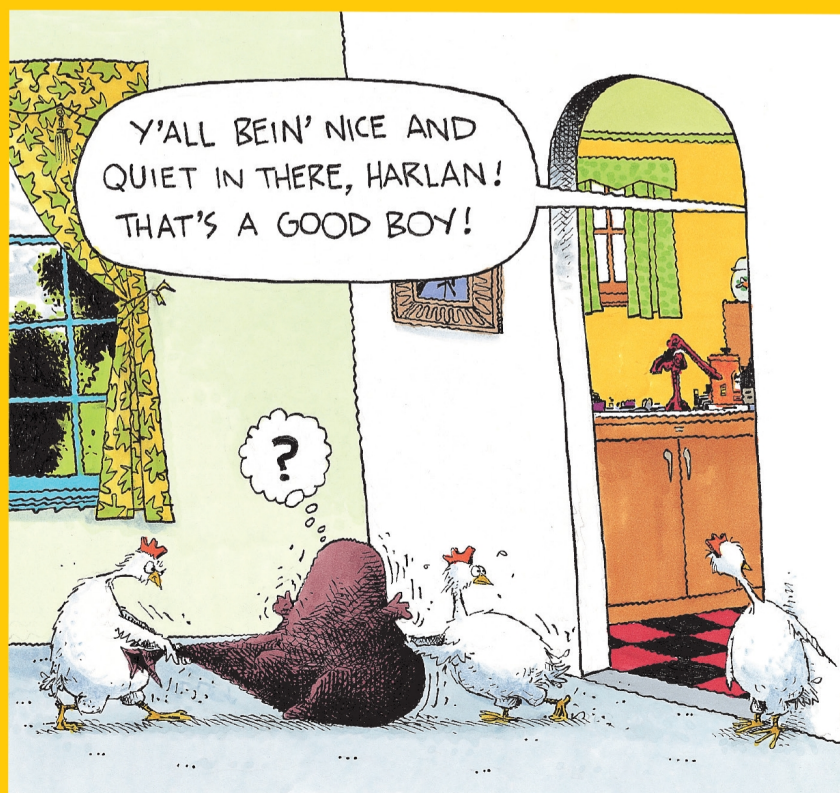


We live in a world of technological wonders. Many things that couldn't even be imagined a hundred years ago are now commonplace. Yet one thing, it seems, will probably be forever out of man's reach. Or will it? The possibility of poultry traversing through the ages remains a dream for many. But until such time as this dream can become a reality, we are left to sit and wonder what such a scientific achievement would bring. Behold!

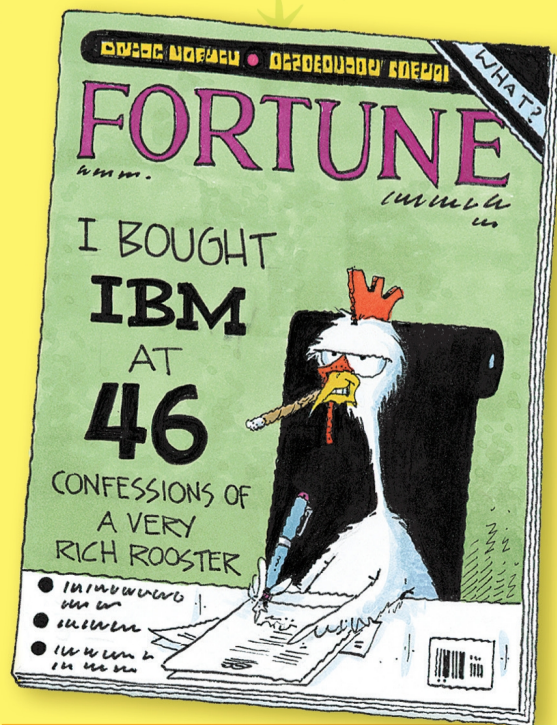
JOHN CALDWELL'S

IF CHICKENS COULD TIME TRAVEL

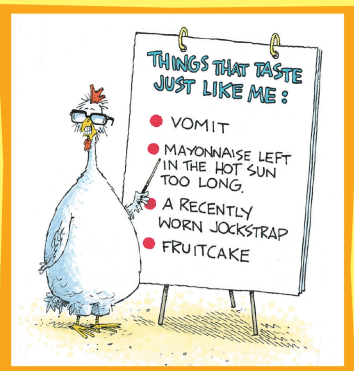
WRITER & ARTIST JOHN CALDWELL



The world might never have heard the name "Colonel Sanders."



The annual "Fortune 500" list would be peppered with trillionaire chickens.



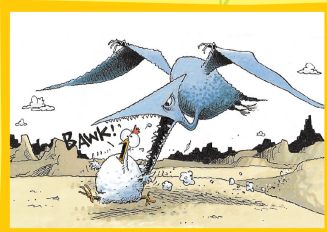
They'd be calling the shots in the "things that taste like chicken" department.



They'd definitely make their share of "wrong place, wrong time" appearances.



Popular songs, bestselling books, and major motion pictures would forever sing the praises of the gallant chicken who saved Lincoln.



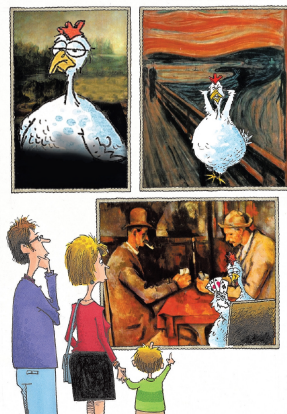
Some would learn the hard way the dangers of looking up their prehistoric ancestors.



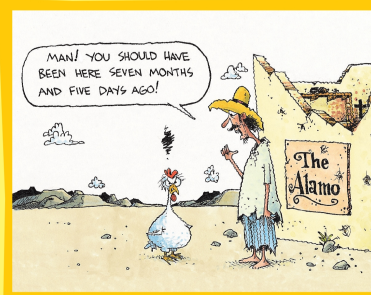
Any and all negative references to chickens would be obliterated.



Just for laughs, they'd spend a little time taking in the French Revolution—when people's heads were being chopped off!



Their effect on our culture would be vastly greater.



They would rarely set their arrival date correctly, because at the end of the day, they're still frickin' chickens!





Editor's Note: Since our "Introduction" writer was just kidnapped, and since he is being held for 9¢ ransom, and since we refuse to pay that ransom . . . there will be no introduction to . . .

A MAD PEEK BEHIND THE SCENES AT A RESORT HOTEL

WRITER **LARRY SIEGEL** ARTIST **BOB CLARKE**

Ahhh, young love! Isn't that nice?!
It's just like our brochure says . . .
"Euphoria Hotel—The Romantic Spot—
The Ideal Place To Meet A Husband!"

Are you kidding?
If I meet MY
husband here,
I'm DEAD!!



The bed in room 389 is in terrible shape! The two left legs are shorter than the two right legs, and you can't lie in it without tipping from one side to side! We got trouble!

Wrong! We got a VIBRATING BED! Put a quarter coin box on it and we'll clean up!



Okay, everybody got it straight! Barney carries the guy's bag into the lobby! Steve carries it to the elevator! Gus carries it down the hall! And I carry it into the room!

No—don't stretch a good thing too far! Four tips on one bag is enough!

And then, I carry it to the bed?



The guests are complaining about our pool! It's small, it's only two feet deep, and the water is like lukewarm soup! Shall we admit it's a wading pool and refund their money for misrepresentation!

Of course not! Tell 'em we're a "Spa"—that that's our therapeutic pool—and charge 'em extra to go in!



You advertise this hotel as the finest resort on the coast, with all rooms facing the ocean! Well, MY room doesn't face the ocean!

We didn't say WHICH ocean!



The dining room staff just locked all the guests in, submitted a list of grievances to the chef, and set fire to the pantry!

If I told 'em once, I told 'em a thousand times—Don't hire college kids as waiters!



The air conditioning broke down in Room 2271! It's sweltering in there! Shall I call a repair man?

No, I have a better idea! Throw a couple of bricks in a corner, and we'll advertise a free sauna bath!



Why must all tennis players wear white?

Because it's a tennis tradition... because white is a neat clean color and tennis is a neat clean game... and mainly, because how ELSE could I make a killing in my tennis supply shop selling shirts, shorts, skirts and sneakers???

Our Championship Tennis Court is in terrible shape! I counted about 18 holes in it!

Okay, take down the net! We now have a Championship Golf Course!



We pride ourselves in our efficient Hotel Security Force! There hasn't been a robbery here in years!

Except when our guests check out and see their BILL!

Help! Police! I've been robbed! I've been robbed!



On the phone you told me there were five men to one girl!

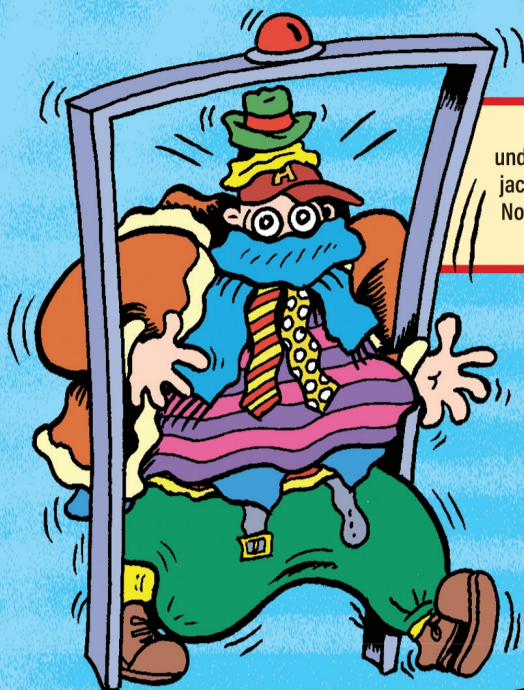
That's right! And those are the five men! Too bad you're not lucky enough to be the one girl!



ORIGINALLY PUBLISHED IN NAKED #466, OCT 1971.



Ways to Avoid Paying to Check a Suitcase When you Fly



1 Dress in layers. Wearing 8 pairs of underwear, 4 pairs of pants, 6 shirts, and 3 jackets means one less suitcase to check. Not only will you save money, but if you're hit by a car, it just may save your life!



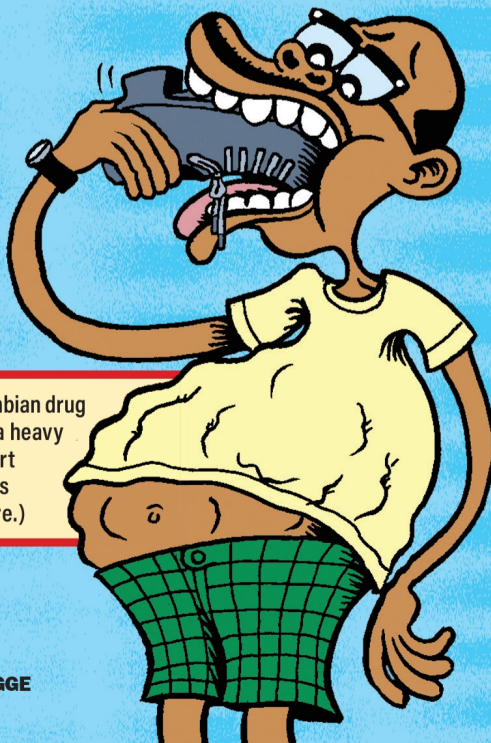
2 Buy a large umbrella and fill it with all your toiletries, small electronics and snacks. But remember, don't open it! It's bad luck to open an umbrella on an airplane!



3 Reading material is not considered luggage. Hollow out a large Bible and pack it full of socks, handkerchiefs and maybe even some reading material!



4 Wear a stovepipe hat. Not only can it carry a hell of a lot of stuff but you'll look patriotic.



5 Take a page from Colombian drug mules. (Note: If you're a heavy packer, you might start swallowing a few days prior to your departure.)

If you're planning on visiting one of our national parks, you better hurry before President Cheney — oops we mean President Bush — begins drilling for oil under each and every rock like he was Jed Clampett on a Saturday night bender. But at least for now these great natural wonder treasures are here for you to enjoy and us to make fun of. Here's...

A MAD PEEK BEHIND THE SCENES AT A NATIONAL PARK

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

CAUTION
BEARS
ARE NOT
TAME
OK YOS W9
A6

COMING SOON
NEW, SPACIOUS,
ALL-WEATHER
VISITORS CENTER

PARK SPEED
LIMIT
5 MPH

Those
are really
great
hiking
boots!

They've got patented grip tight
soles, a rubber toe bumper, a
padded gusset tongue and a
waterproof Gore-Tex lining!

Are you
ready to
go for
a hike?

No way! I'm gonna
stay here at base camp!
If anything happened
to these \$500 boots
I'd kill myself!

C'mon, kids! We've been
here for two days! Isn't
anybody gonna get out
and look around?

I'm not
leaving
the air
conditioning!

I'm not
leaving
the
VCR!

I'm not
leaving
the
Internet!

VISITORS CENTER
INFORMATION

I'm out here in the woods with only a pair of tweezers, two batteries and a broken compass...this awesome Outward Bound program is teaching me how to survive out here on my own!

Looks like we've got another Outward Bound success story here!

You bet! We spent two bucks on his supplies and we're milking yet another sucker outta five grand!

Let's face it, we are lost!

I thought your Global Positioning System searched the sky for satellites to pinpoint our position!

It does! So how could we be lost?

Because the very first thing it searches for is fresh batteries, and I forgot to put them in!

Ever since *The Blair Witch Project*, I haven't felt safe hanging out in the woods!

Me neither! I live in terror of screaming idiots chasing after each other with a video camera to make a low-budget movie!

Sitting around a campfire is a celebration of the peace and serenity of the beautiful bonds of human kind in nature!

Indeed! This is really great! It's the very essence of community and...oops!

You clumsy jerk! You knocked my marshmallow into the fire, you stupid bastard!

Hey, guys, what say we head back on that trail right now!

Are you kidding? I'm bushed! We've been backpacking for a month and we haven't seen a single woman! Now there's a whole group of them!

Yeah, and I bet they're as horny as we are!

Hey girls, do you mind if we join you around the campfire?

No! We belong to God's Crusade of Purity! We'd love to have you join in our singing. The more voices, the louder the Lord will hear our prayers!

Hey, guys, what say we head back on that trail right now!

What's that really awful smell?

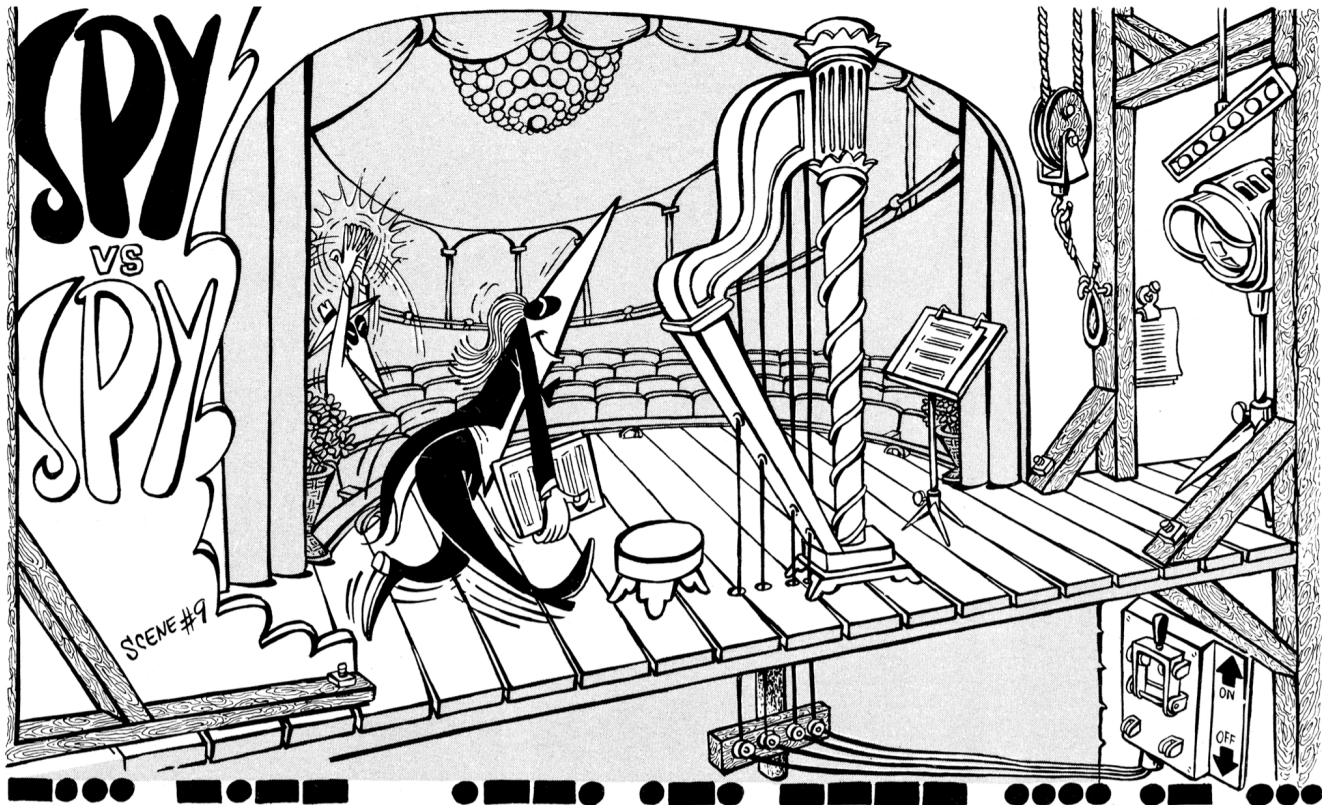
I think it's fresh air!

Well, whatever the hell it is, it's making me sick! Turn on the S.U.V. for a few minutes so I can inhale some exhaust!

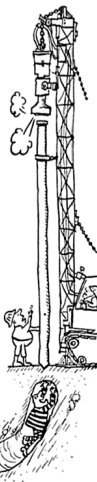
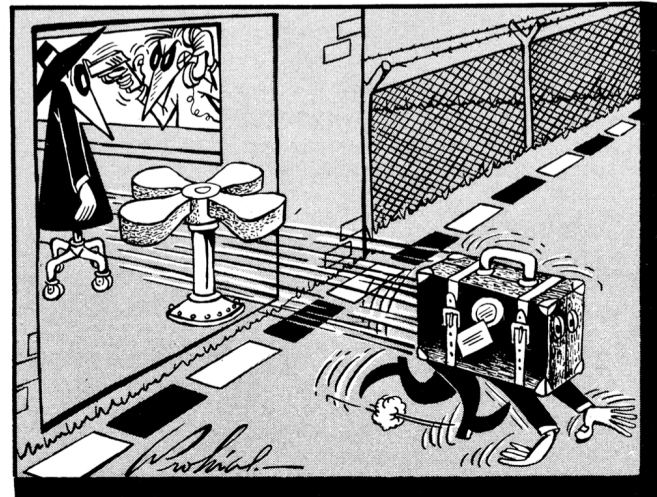
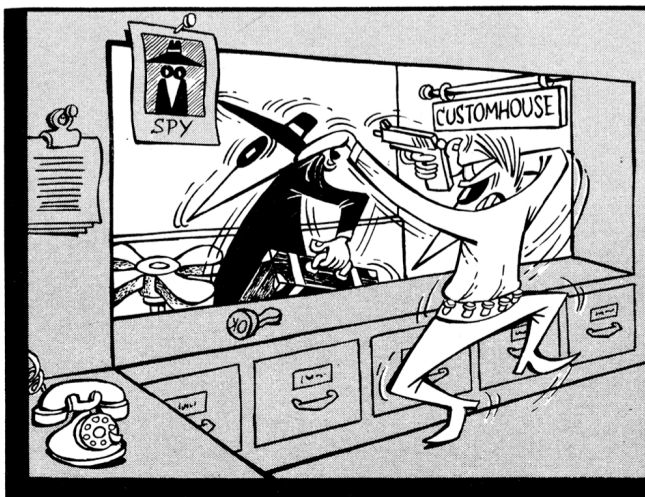
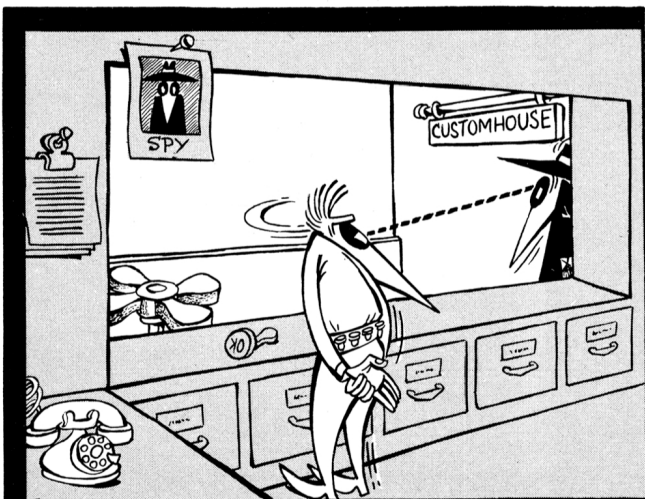
We've been hiking for hours! I'm suffering from severe crotch itch!

Yeah, I've worked up a terrible case of butt chaf myself!

So much for our romantic weekend in the wilderness!



WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #110, APR 1967

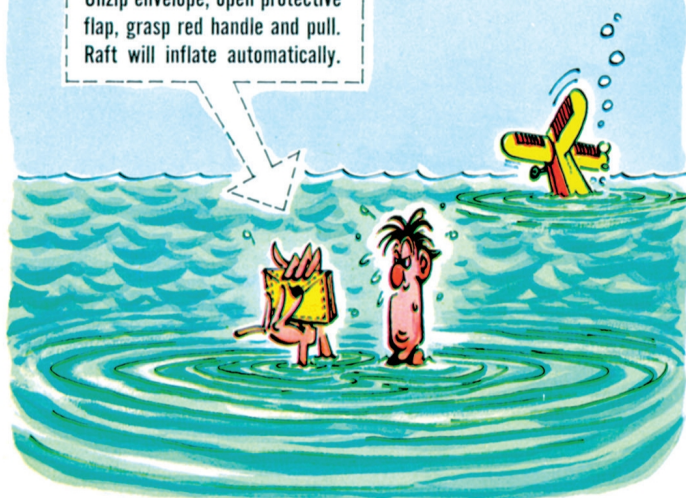


DITCHED IN THE SOUTH PACIFIC

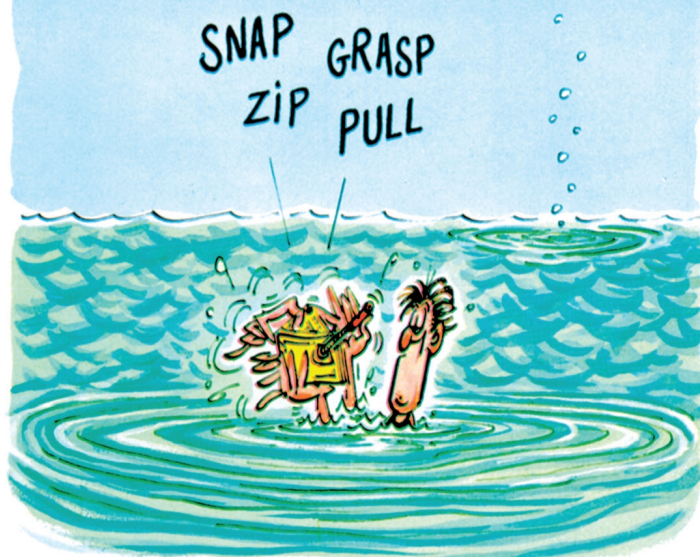
SURVIVAL RAFT

DESIGNED ESPECIALLY FOR USE
IN THE SOUTH PACIFIC AREA
DIRECTIONS

Unzip envelope, open protective
flap, grasp red handle and pull.
Raft will inflate automatically.

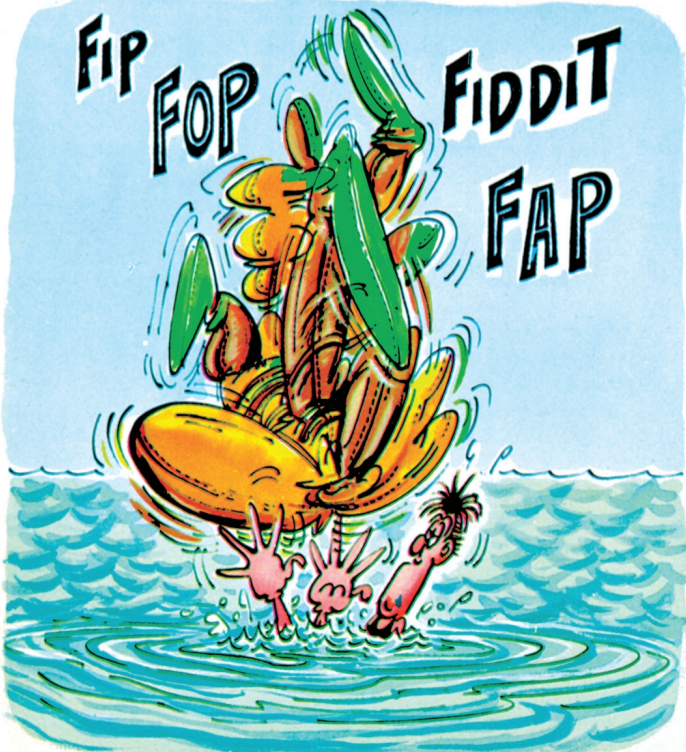


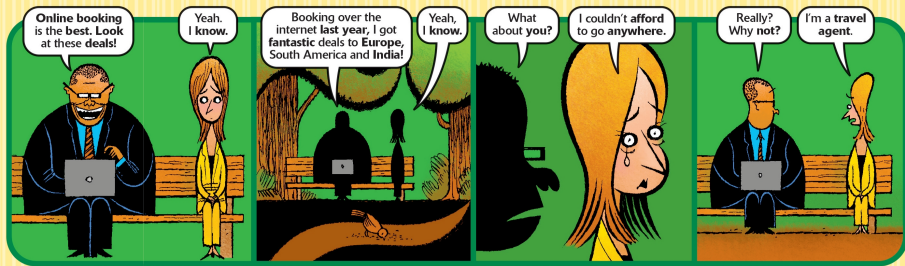
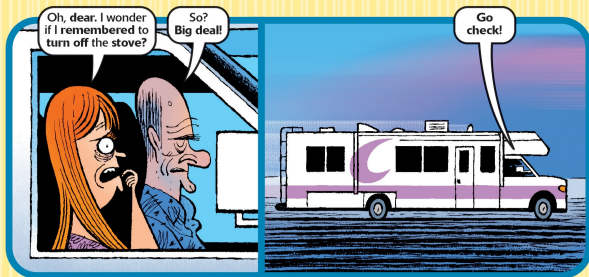
SNAP
ZIP GRASP
PULL



WRITER & ARTIST DON MARTIN

FIP
FOP FIDDIT
FAP



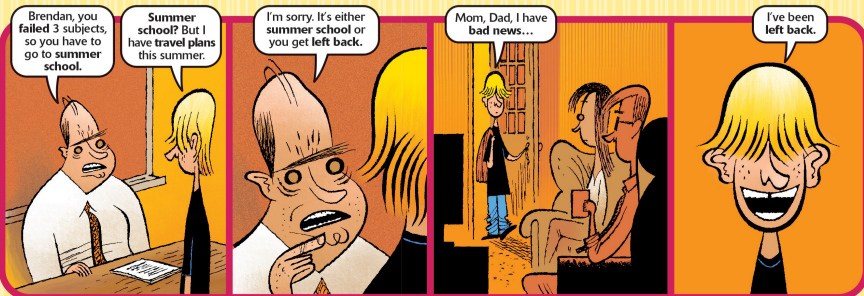


TRIP TEASE DEPT.

TheMAD WORLDof...

WRITER STAN SINBERG ARTIST MARC HEMPEL

TRAVEL



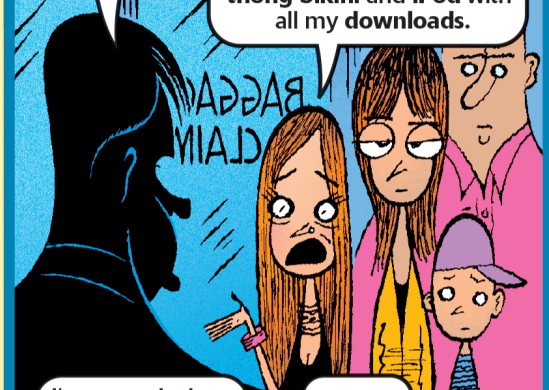


I don't believe it!
They lost my luggage!
This sucks!

Let's go
report it.

What was in
the lost bag?

Everything! My toe, navel
and nipple rings. Plus my
thong bikini and iPod with
all my downloads.



I'm sorry. Is there
anything else?

Yes...



Find her bag, and
I'll break your neck!



Wow, I can't
believe we're
in Italy.

I'm starving.
Let's eat!



Yeah, let's have some
real Italian food! I'll check
my guidebook for the
nearest Olive Garden!



How are the
Spanish lessons
going?

Great. I've
learned everything
I need to know.

Really? But you
only started studying
it three days ago!

But I've learned
the most important
phrase in Spanish.

"Can you please
say that in English?"



Ah, the inter-
national café. The
place where travelers
from all over the
world gather...

Wow, the
cultural
dialogue
must be
great!



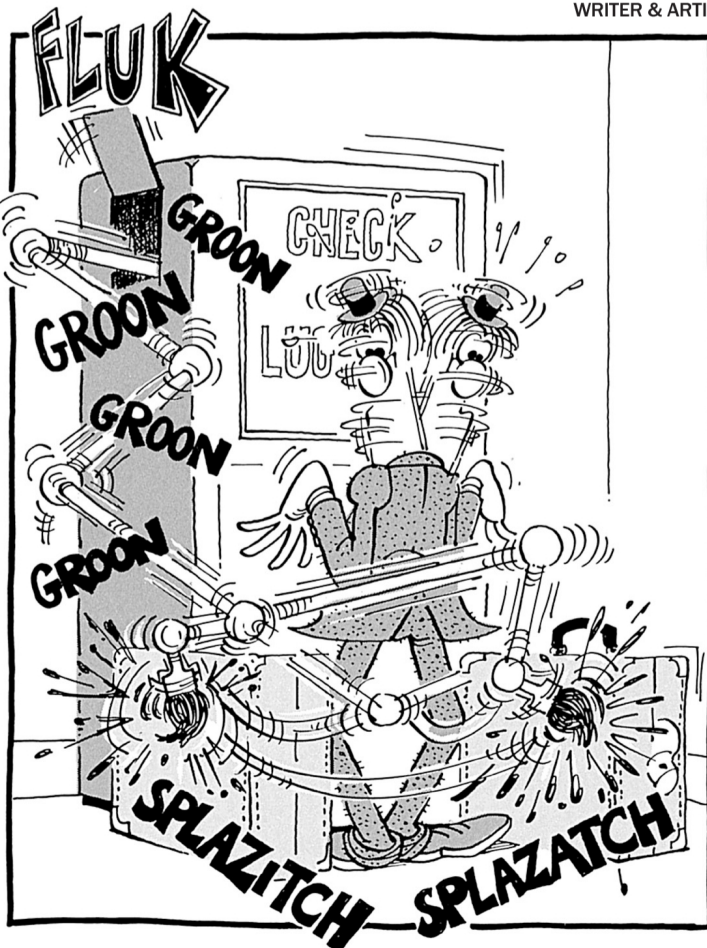
What cultural
dialogue? They're all
here just to email
friends back home!



ONE MORNING IN A BUS TERMINAL



WRITER & ARTIST DON MARTIN



D. MARTIN

Airlines have taken a lot of steps to make traveling more comfortable — there's wi-fi, personal TV screens, more legroom and let's not forget that free half-can of soda! But no matter how many perks they add, there's still one terrible inconvenience that they'll never be able to do away with — the people. You should prepare for severe turbulence if you end up having to share an armrest with any of...

The Worst People to Sit Near on a Plane

WRITER & ARTIST TERESA BURNS PARKHURST

ENLARGED PROSTATE GUY

You've had more physical contact with this antsy jerk than you've had with your last three girlfriends — but in the course of five hours of chit-chat, you just can't find a subtle way to bring up catheters.



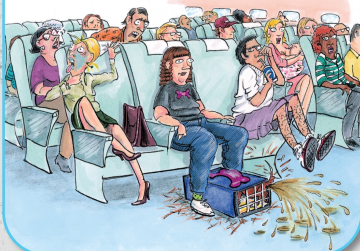
THE CUTE STARING KID

This cuteness lasts for about eight minutes before your face starts hurting from flashing the same phony smile and you start getting annoyed at this obnoxious, unblinking imp who won't allow you to enjoy even the most discrete nose-pick.



THE PUPPY TRANSPORTER

Your relief realizing that your neighbor's ass isn't panting is short-lived when you find out what IS breathing heavily — a terrified pup under her seat that's peeing and farting its way across the continent. You'd ask for a seat change, if your pesky windpipe wasn't closing up because of your dander allergy.



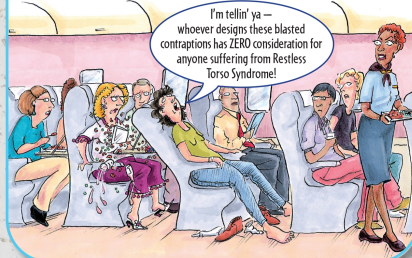
THE DEEP SLEEPER

Sure, in moments of romantic desperation, you've had your fair share of strangers sleeping next to you — but this time, you're sober and keenly aware of the slobbering, dead-weighted schlub encroaching on your \$538 seat. Plus, this time there's nowhere to shower off the shame.



THE ERRATIC RECLINER

Every time this douchebag changes position, so do your food and beverages. Plus, whenever that freakin' tray impales your gut, you're reminded of how you failed — yet again — to de-blubber before your vacation.



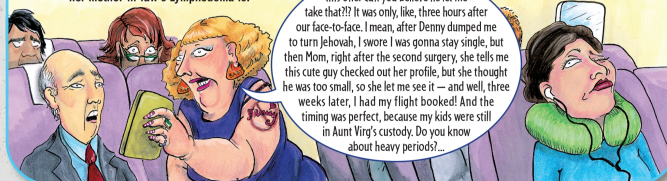
THE SILENT WEEPER

Maybe she just got dumped, or buried Grammie, or found out her househusb thought Weensy was an outdoor kitty, but who cares??? Her efforts to stifle her unrelenting sobs are seriously killing your airport bar buzz.



THE PERSONAL INFORMATION DIVULGER

This person makes you wish you could be meaner, but you can't — especially after hearing how bad her mother-in-law's lymphedema is.



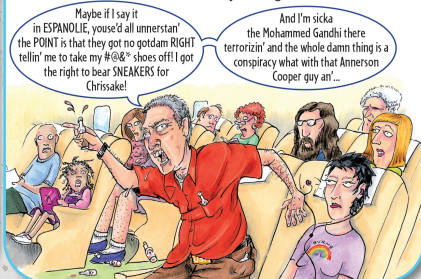
THE B.O. DUDE

Maybe this guy is allergic to deodorant, detergent and soap. Or maybe he just didn't have time to shower after the triathlon. Or perhaps he's just wearing his lucky flying jacket that hasn't been dry-cleaned since the mid-70s — doesn't matter, he stinks.



THE ANGRY DRUNK

His slurred, apathetic tirade towards the airline/government/ex-wives/liberal media creates the perfect ambience for the meditation tape you can't hear over his boozy ramblings.





THE CASTAWAY

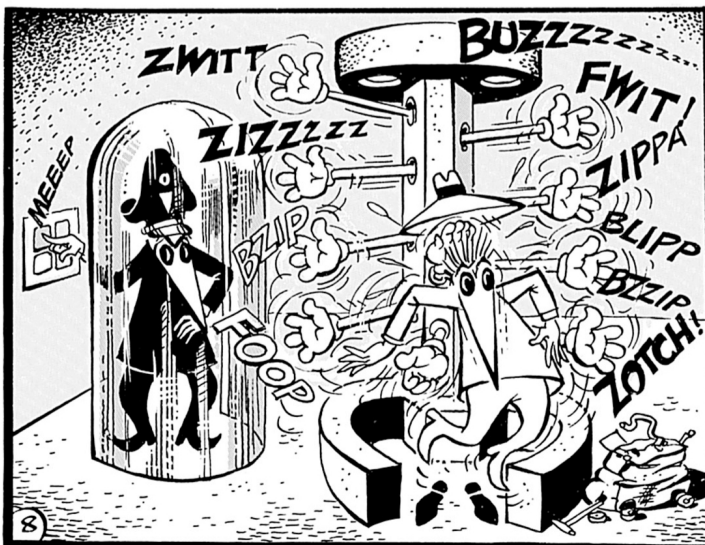
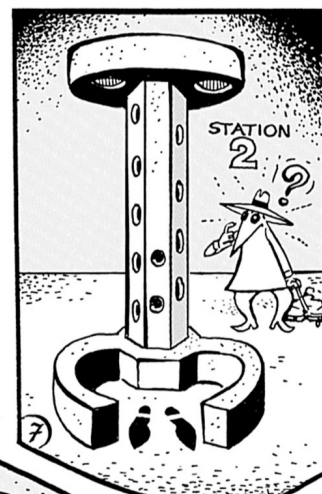
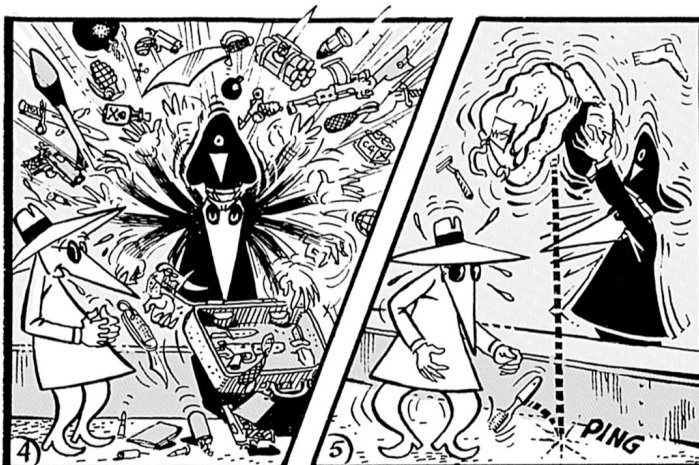
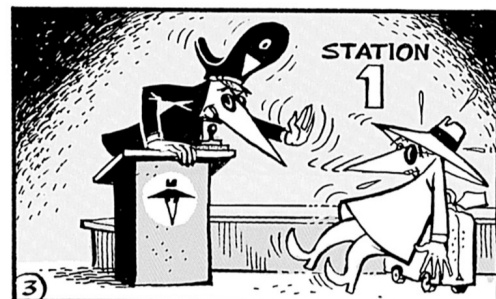
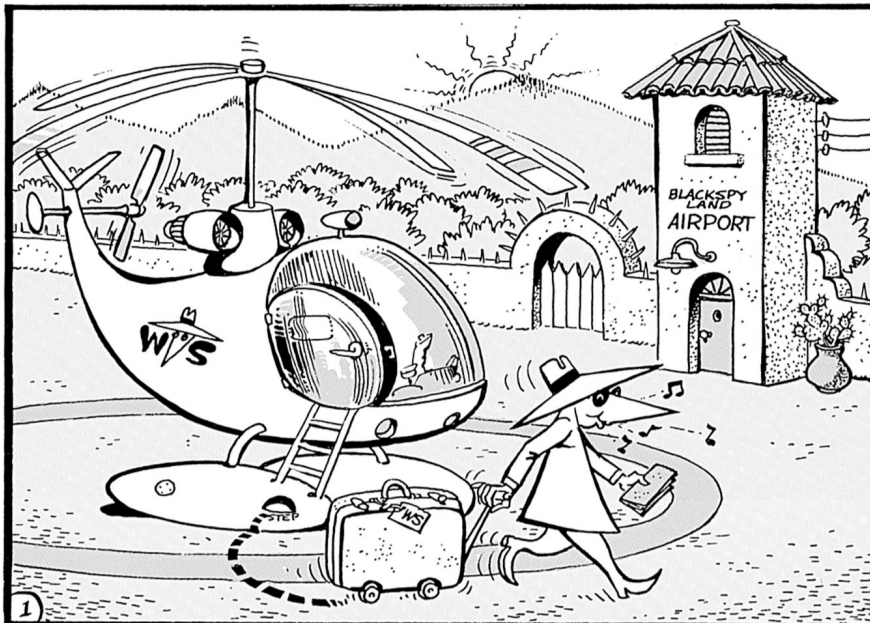


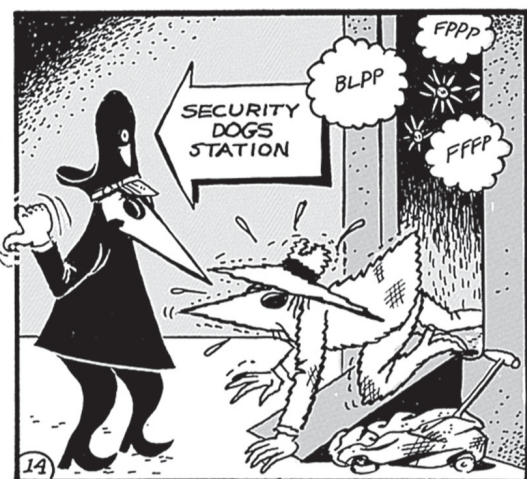
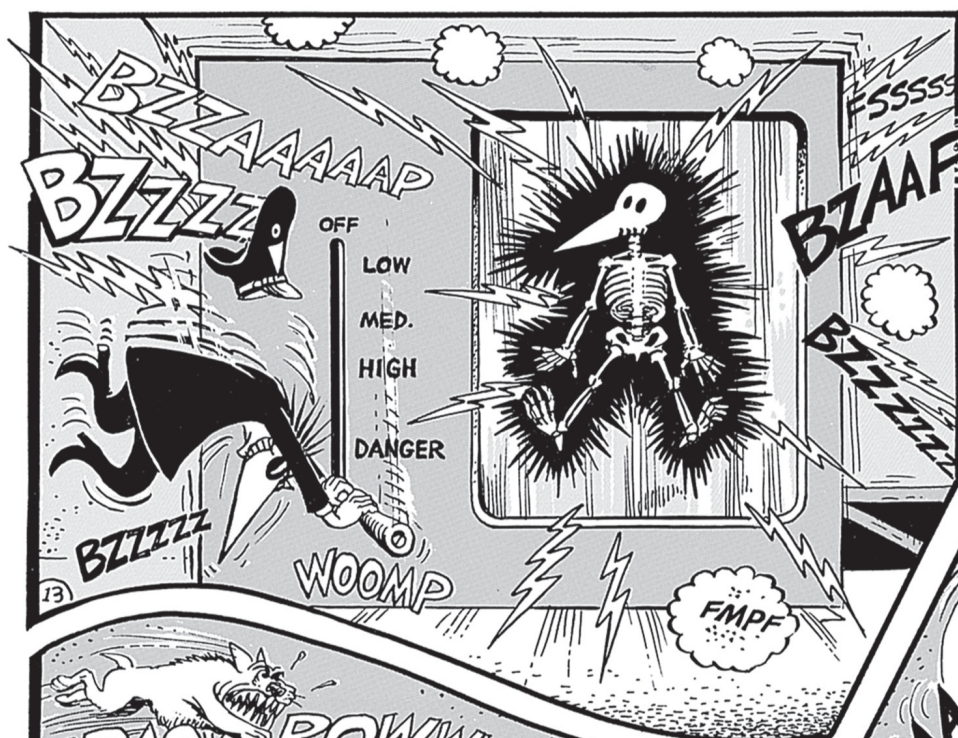
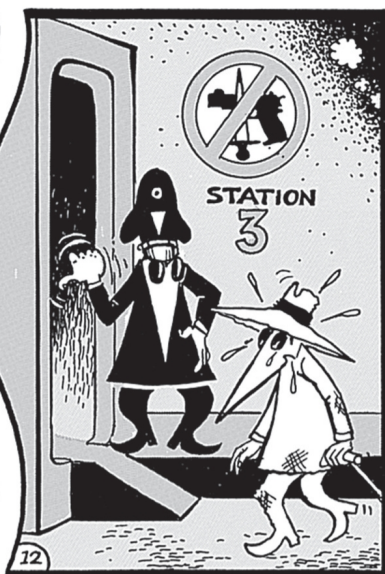
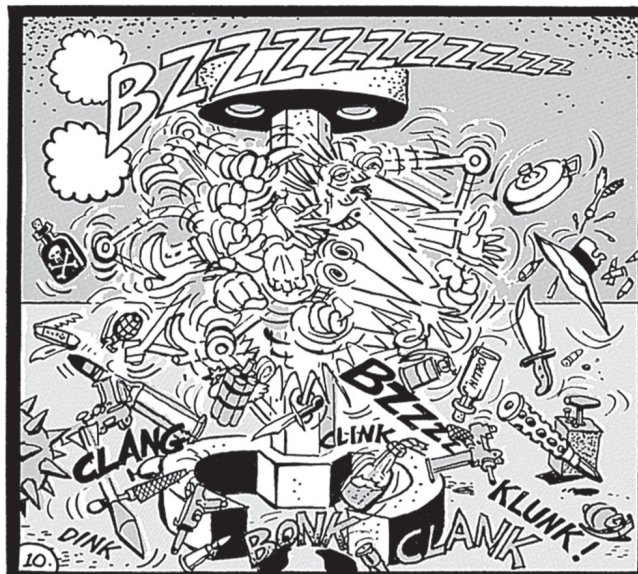
WRITER **AL JAFFEE** ARTIST **PAUL COKER, JR.**

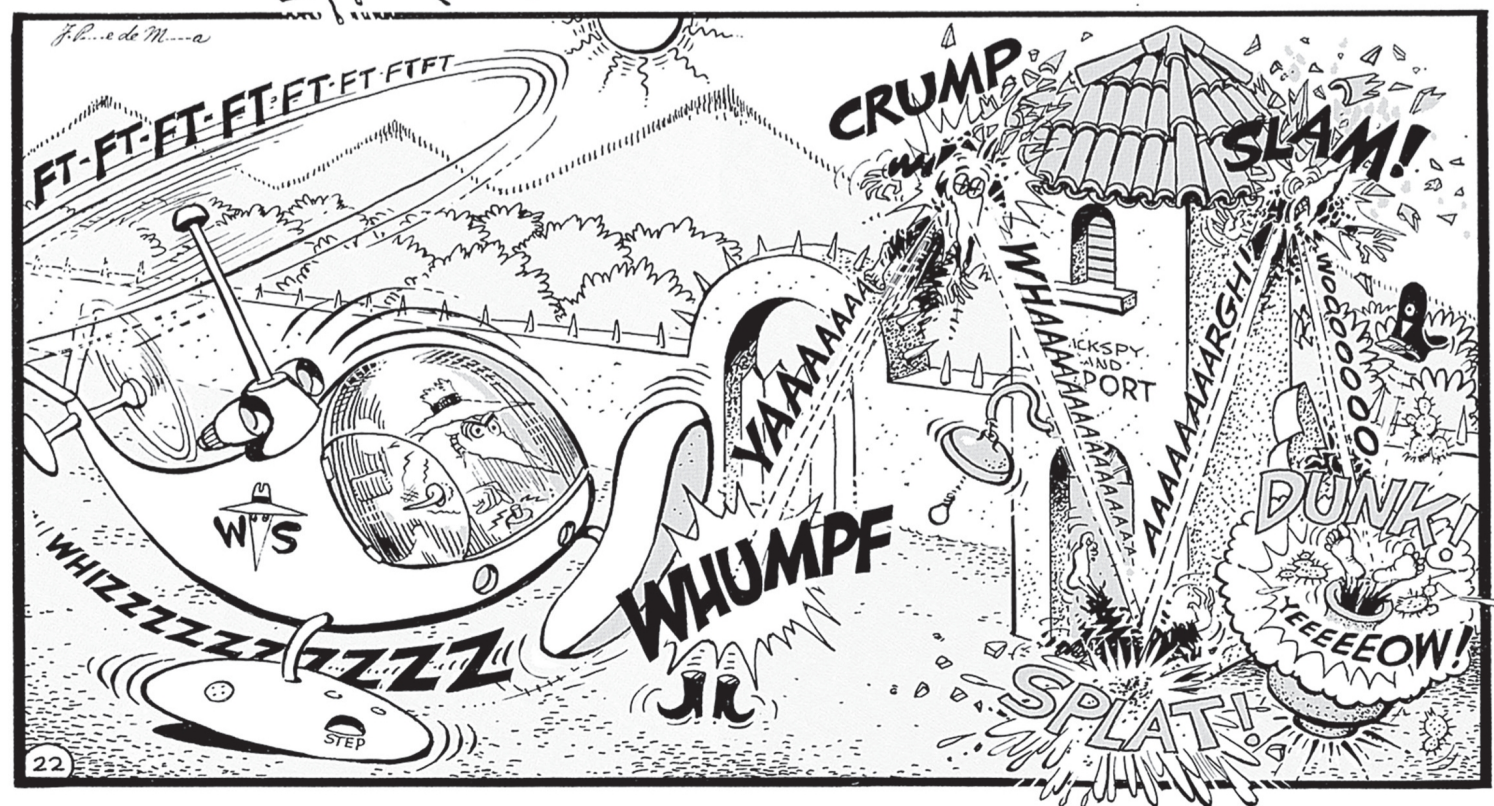
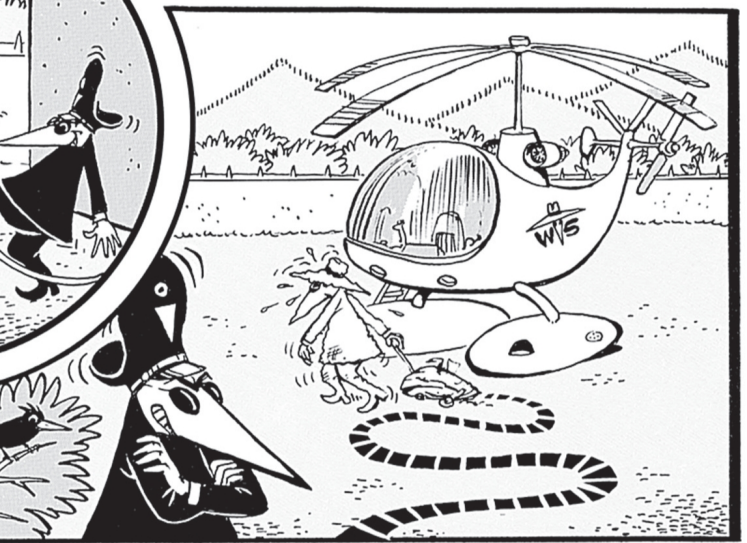
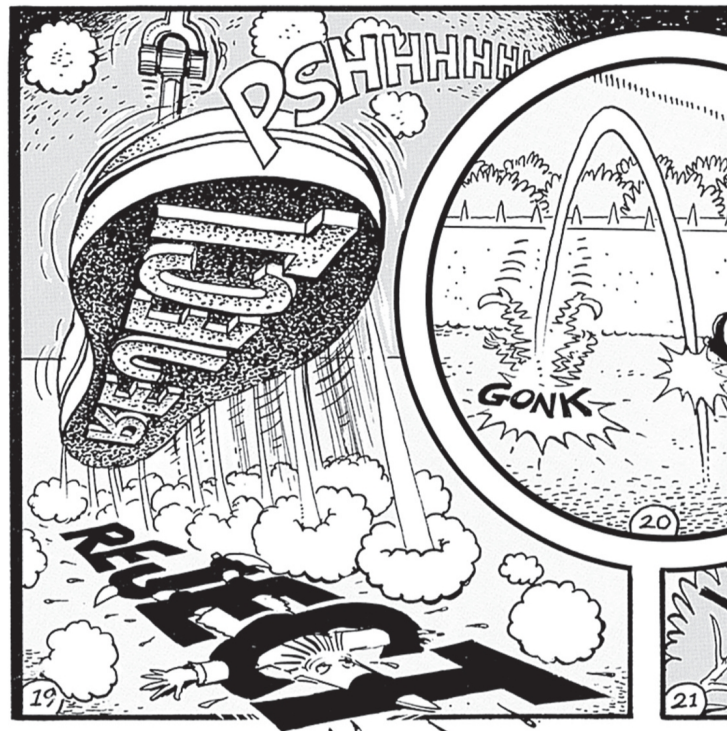
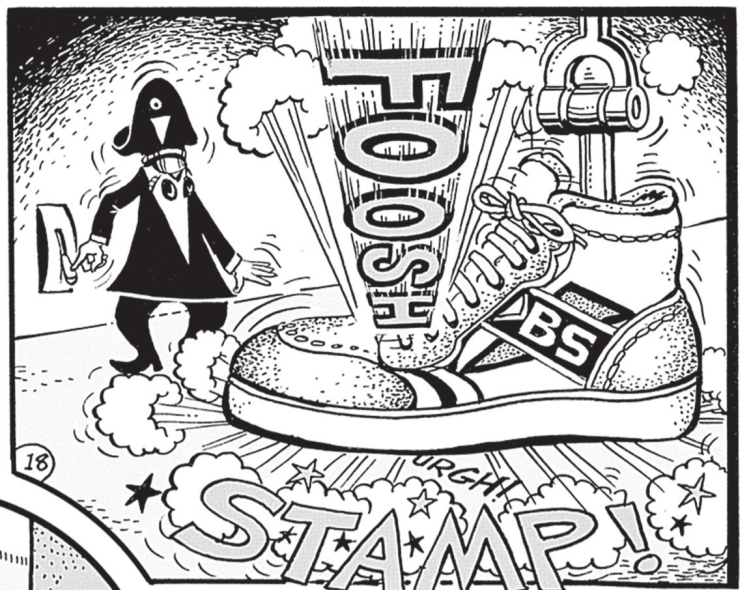
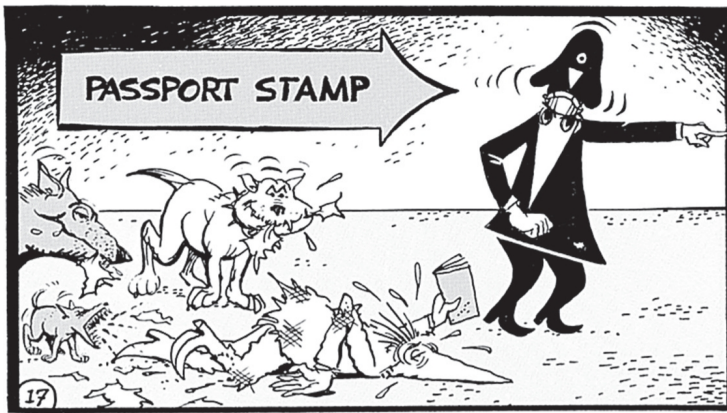




SPY VS SPY THE TOURIST







THE AMAZING RUTH!

Hey, how did this guy get an advance copy of this season's script?



Well we better win the million dollars! It's probably gonna cost almost that much to get our limbs sewn back on! I hope we didn't cut them off for nothin'!



Sorry we're late, Pill! We almost **didn't** make it at all! We're **construction workers** and yesterday my buddy fell into a **wet cement foundation** and I had to **dive in** and **help him get out!**

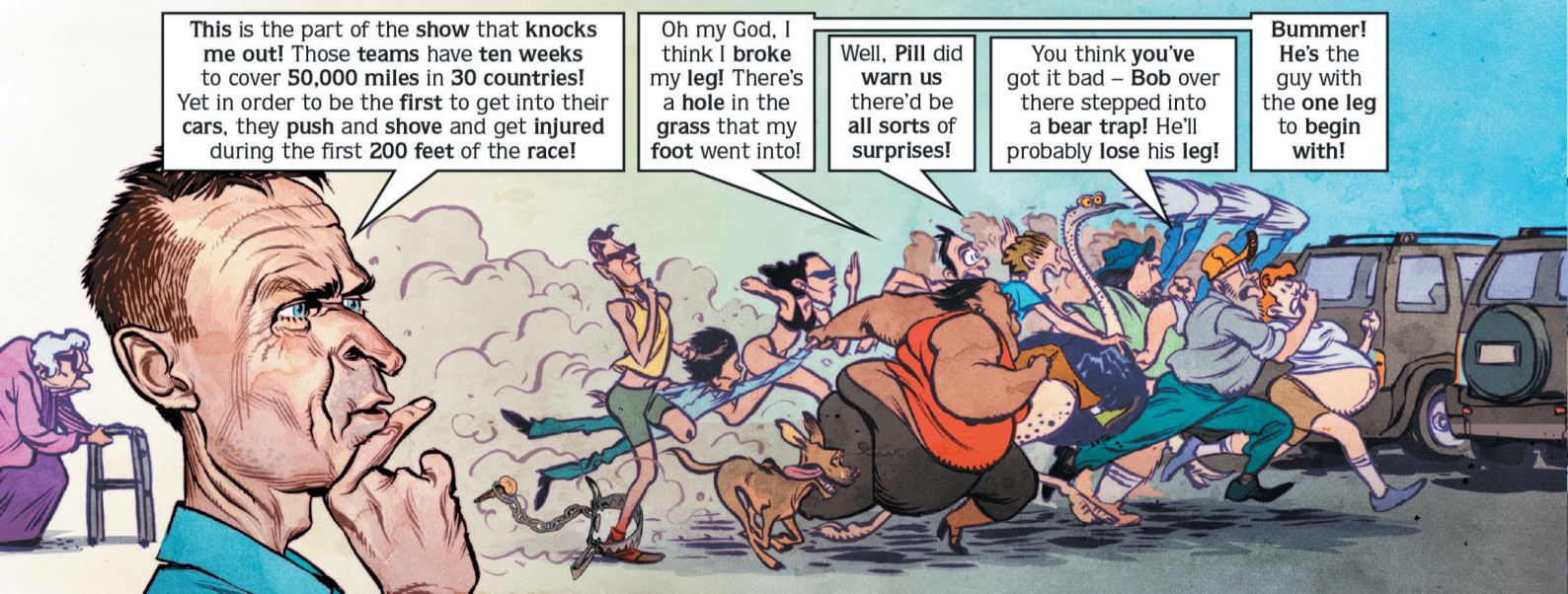
That kind of **stamina** is what you'll need for this **race!** ...You know, something's **wrong** here. We're supposed to have a **gay couple!**

We are a **gay couple!**

You two guys are **gay?** Then you're **out of the race!**

You can't throw us out of the **race** just because we're **gay!**

I'm **not** throwing you out of the **race** because you're **gay!** I'm **throwing** you out of the **race** because you're not **flamboyant gays!** What **good** is having **gays** on the program unless they're **stereotypes** that **reinforce** everyone's **prejudices?**



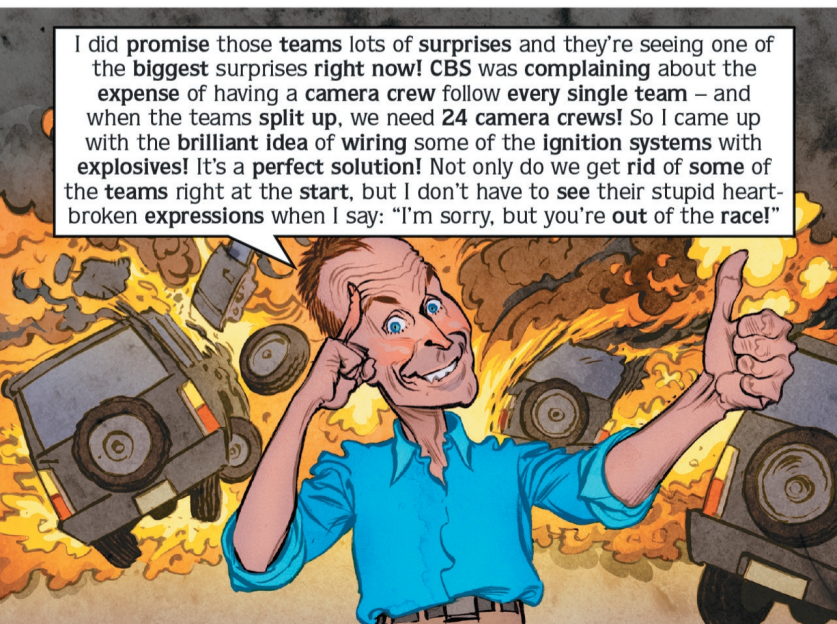
This is the part of the show that **knocks me out!** Those teams have **ten weeks** to cover **50,000 miles** in **30 countries!** Yet in order to be the **first** to get into their cars, they **push and shove** and get **injured** during the first **200 feet** of the **race!**

Oh my God, I think I **broke** my leg! There's a **hole** in the **grass** that my foot went into!

Well, Pill did warn us there'd be all sorts of **surprises!**

You think you've got it bad – **Bob** over there stepped into a **bear trap!** He'll probably **lose his leg!**

Bummer! He's the guy with the **one leg** to **begin with!**



I did promise those teams lots of **surprises** and they're seeing one of the **biggest surprises** right now! **CBS** was complaining about the **expense** of having a **camera crew** follow every **single team** – and when the teams **split up**, we need **24 camera crews!** So I came up with the **brilliant idea** of wiring some of the **ignition systems** with **explosives!** It's a **perfect solution!** Not only do we get rid of some of the **teams** right at the **start**, but I don't have to **see** their **stupid heart-broken expressions** when I say: "I'm sorry, but you're **out of the race!**"



Pill, you, you killed **six team members!**

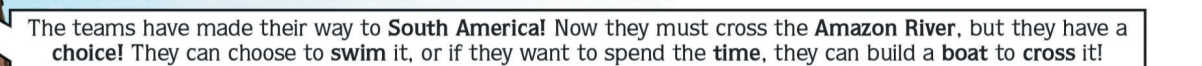
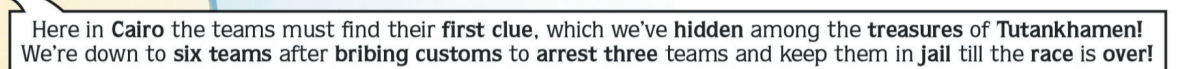
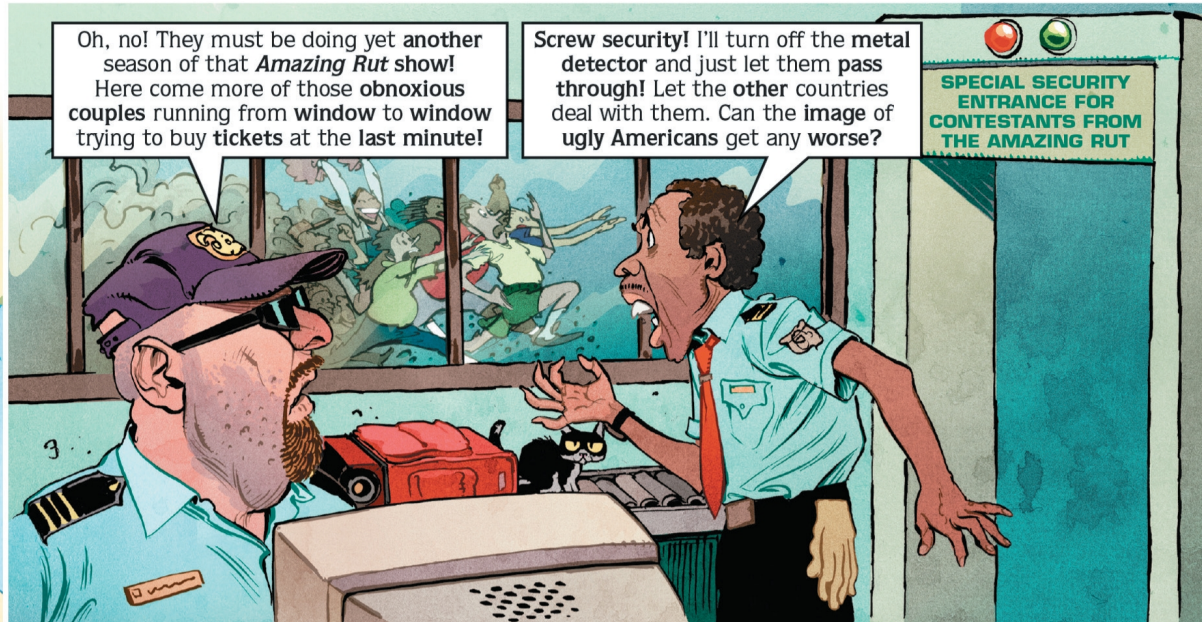
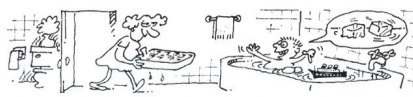
That's cold-blooded **murder!**

Wow! Did I say **murder?** It's **nothing** like **murder!** It's just **good television!**

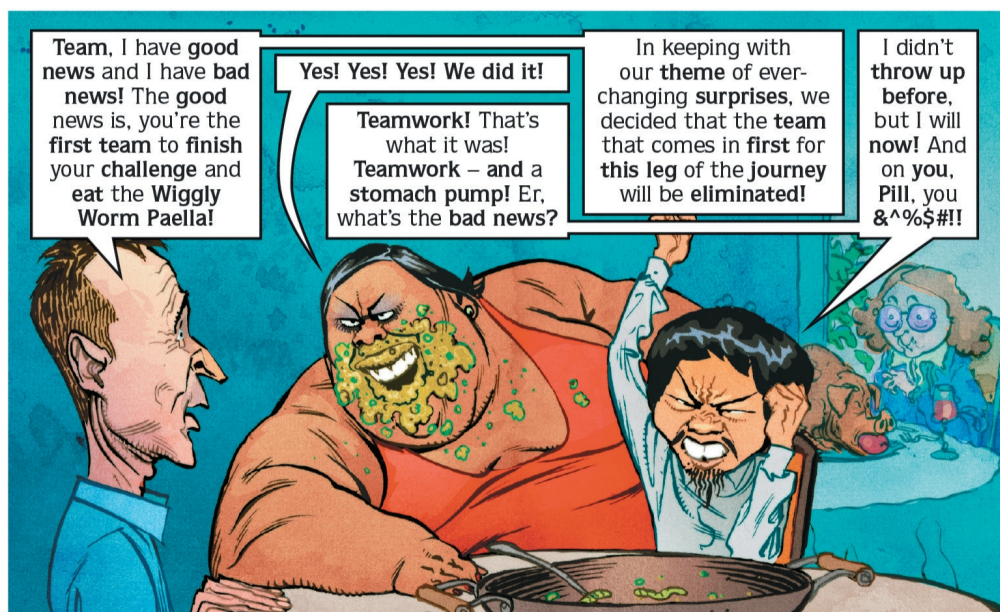
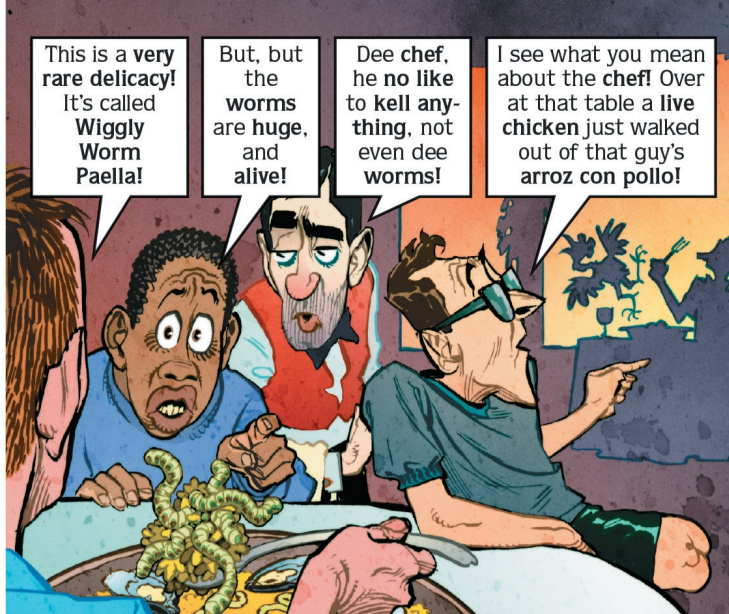
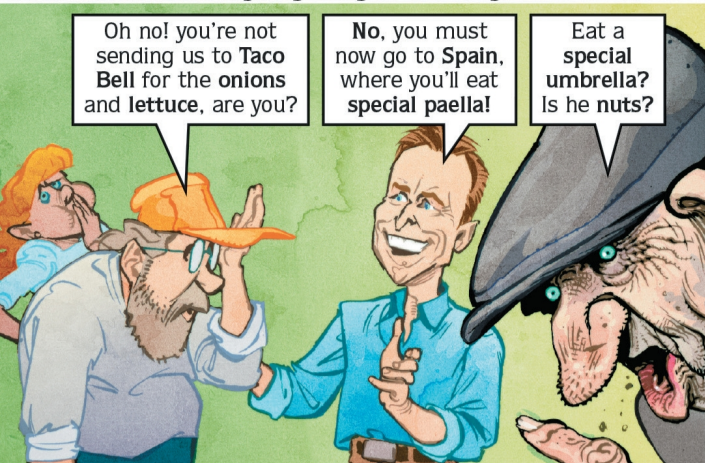
"Killed" is a **harsh word.** I prefer "**eliminated!**" Yes, **three teams** have been **eliminated** from the **race!**

Let me put it **another way:** **25% of your competition** has been **removed!**





We're working through the teams rather quickly! Six teams entered the Amazon and thanks to our friends, the piranhas, four teams came out! Now, in sticking with our "never fail formula," it's time for the remaining four teams to eat something disgusting in order to get their next clue!



ORIGINALLY PUBLISHED IN MAD #476, APR 2007





We're down to **three couples** now. Our **limb-challenged** couple didn't even make it into the **restaurant challenge**, because that place has a **four limb minimum**! The remaining **three teams** now have to fly back to **New York**, where they must find a **green statue** with a **torch** in **one hand**! That's the **only clue** they'll have!

I got our **tickets**! We have to make **three stops** and **change planes** twice! We could have saved **four hours** with a **nonstop** flight but I **hated** the film they were showing!

You **moron**! You mean you wasted **four hours** because you didn't like the **in-flight movie**? Are you **freaking nuts**?

The movie was *Click* – you know, with **Adam Sandler**?

Oh my God, I'm sorry! **Good move**! There's no way I could sit through that piece of **crap**! **Screw the contest**!



Tiffany! You took this **flight**, too?

They told me it was **sold out**!

But where's **Tiffany**?

Yeah, the **other** flight was showing *Click*, with **Adam Sandler**! There was no way I could sit through that piece of **crap**!

It **is**! Evidently, **no one** would take the **other** flight because of the **movie**! But I told them I **had** to be on this plane, so they made me a **stewardess**!

In the **cockpit**, flying the plane! But it's **okay**! She's had years of **experience** as a member of the **Mile High Club**!



Sorry I'm **late**! When did they put this **statue** out in the **water**? Didn't it used to be in **Central Park**? Anyway, which team got here **first**?

We **did**!

We **did**!



Hmmm, this is a **situation** we **never** had before; where the teams **beat** the **host** to the **final location**! Since we can't **verify** which team was here **first**, I'm going to award the **million dollars** to the **old folks**! At least we **know** for sure they will come in **third**! And at **their age** if we **stall** long enough they'll **croak** and we won't have to **pay** them a **penny**!



With that **race** out of the way, we're getting set for the **next great race**! And we've rounded up some of the most **competitive, pushy, outspoken** contestants you'd ever want to meet! All I can say is **stay out of their way**! They're a **motley group**!





VENAL FLY TRAPS DEPT.

The airline industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food personnel, and fancy services, have skyrocketed. However, because of the recession, it is no longer possible to pass these increases on to the passengers. And so, in order to make air travel cheaper and thus attractive to more people, something called "no-frill flying" has been introduced. This plan offers lower fares for a more austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the economic crunch continues and the idea catches on, we may soon be seeing these...



FUTURE "NO-FRILLS AIR TRAVEL" GIMMICKS

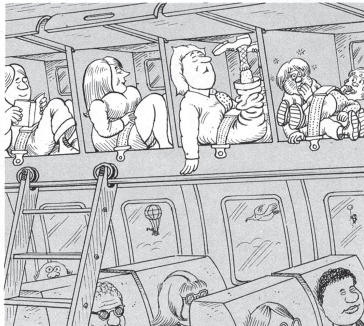
WRITER **DICK DEBARTOLO & AL JAFFE** ARTIST **AL JAFFE**

"FRILL-FREE" STANDING ROOM PASSENGERS



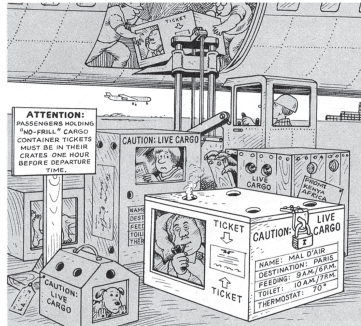
Cost-conscious travelers will be offered "No-Frills Stander Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

"FRILL-FREE" OVERHEAD RACK PASSENGERS



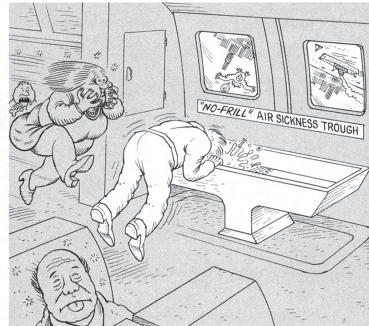
Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

"FRILL-FREE" CARGO CONTAINER PASSENGERS



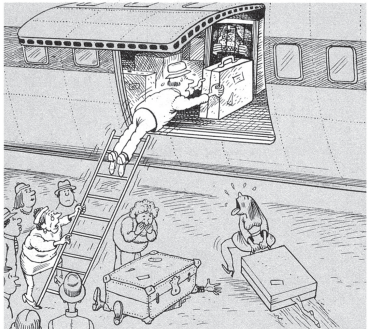
Most economical of all money-saving plans will make use of Cargo Container Holds, where budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."

"FRILL-FREE" ROUGH RIDE TREATMENT



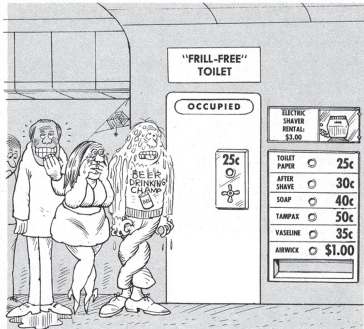
Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (ecch) bags.

"FRILL-FREE" BAGGAGE HANDLING



All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

"FRILL-FREE" TOILET ACCOMMODATIONS



Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available.

"FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

"FRILL-FREE" EMERGENCY EQUIPMENT

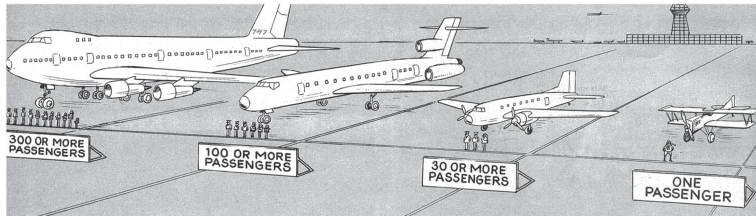


Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube.



IN ADDITION TO "FUTURE 'NO-FRILLS' AIR TRAVEL GIMMICKS", HERE ARE SOME OTHER MAD IDEAS ON... HOW AIRLINES CAN INCREASE REVENUES AND PROFITS

INTERCHANGEABLE PASSENGER ACCOMMODATION EQUIPMENT



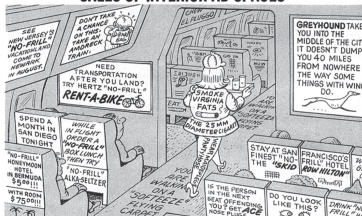
Obviously airlines lose plenty when 6 people fly jets that normally seat 365 and require crews of 18. With this new system, airlines will only use the equipment necessary to accommodate the exact number of passengers that show up.

FRANCHISED PASSENGER SERVICES



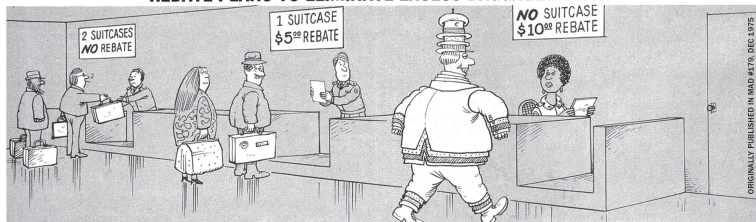
Airlines can save millions by eliminating all free meals, and then earn additional revenues by selling franchises to concessionaires who would supply passengers with food.

SALES OF INTERIOR AD SPACES



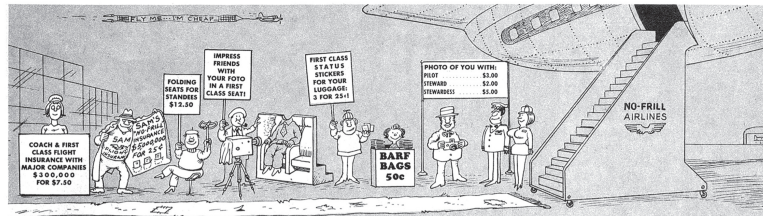
Eliminating free newspapers and magazines would save money, and then the airlines can earn additional income by selling spaces for ads...which bored passengers will eagerly read.

REBATE PLANS TO ELIMINATE EXCESS BAGGAGE WEIGHT



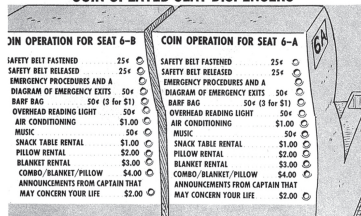
Since modern jet planes consume costly fuel in direct proportion to the amount of weight on board, the elimination of excess baggage would mean substantial savings. A system of "No Bag" or "One Bag" rebates could prove very effective.

RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE



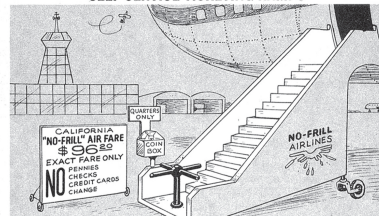
To raise additional revenue valuable runway boarding space can be rented to concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

COIN-OPERATED SEAT DISPENSERS



Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seat-dispenser will give passenger his choice—for a slight fee.

SELF-SERVICE TICKETING RAMPS



Eliminating "Ticket Office" and "Reservation" personnel can effect huge savings. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

"FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS



Another effective method of passing on rising jet fuel costs is to institute a "Fly-By-Weight" system in which all of the fat, overweight slob would be forced to pay their fair share of flying expenses in relation to all the skinny light slob.

MAD

REMEMBERS

AL JAFFEE

On April 10, 2022, MAD legend Al Jaffee passed away at 102. Mr. Jaffee was the magazine's longest-running contributor, from his debut in MAD #24 in September 1955 all the way to his retirement in 2019 more than six decades later. Creator of the classic MAD Fold-Ins, Snappy Answers to Stupid Questions, and myriad MAD inventions, Al's impish outlook on life in combination with his immense creativity truly was what made MAD Magazine the benchmark humor publication of pop culture parody and satire. And along the way he inspired generations of young readers to enjoy the absurdities of life with tongues firmly planted in cheek. Please enjoy this sampling of a few of Al's classic pieces and these remembrances from a few his closest Usual Gang of Idiots. He will truly be missed.



Al hand crafted the models for this crowning piece from MAD #76, January 1963



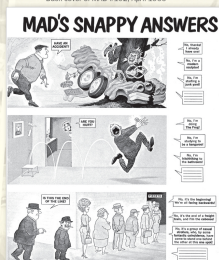
PHOTO: DAVID RUCKENSTEIN



Perfect example of Al's Tall Tales series, syndicated in the N.Y. Herald Tribune, reprinted in MAD #57, September 1960



Back cover of MAD #102, April 1966



First appearance of Snappy Answers to Stupid

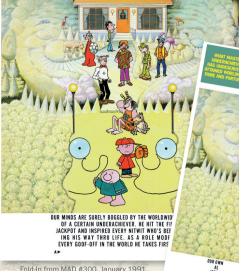
A MAD LOOK AT TV COMMERCIAL



Back cover of MAD #170, October 1974

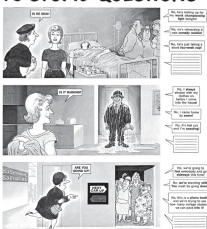


Back cover of MAD #170, October 1974



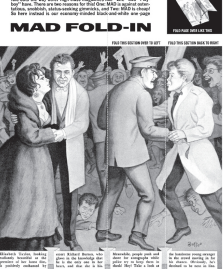
Fold-in from MAD #300, January 1991

TO STUPID QUESTIONS

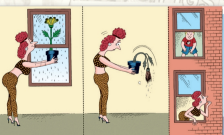


Questions, from MAD #98, October 1965

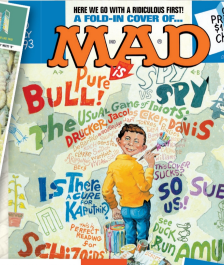
MAD FOLD-IN



The first MAD Fold-in, from MAD #86, April 1961



Excerpt from Al Jaffee's Gory Gross, from MAD #330, September 1964



Fold-in from MAD #191, June 1977

THE HISTORY BOOKS



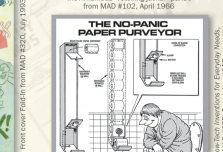
Last MAD Fold-in, from MAD #14, August 2020



Page from The National Hungrier with infamous "itching jacket" series, from MAD #102, April 1966



Cartoon from Al's 'The Hungrier' series, from MAD #225, December 1987



Cartoon from Al's 'The Hungrier' series, from MAD #225, December 1987



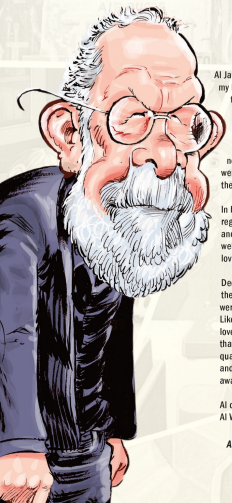
MAD REMEMBERS AL JAFFEE

At the 1984 MAD Christmas Party, the first I attended, I excitedly scanned the crowd of guests. When I saw a curly-haired gent with a goatee, glasses, and a mischievous smile, my jaw dropped – “That’s Al Jaffee!” my inner fanboy screamed to myself. Al was five or six contributors rolled into one—he could write all manner of MAD articles and draw them and other writer’s in four or five different styles. Plus, Al had a knack for creating premises that fit MAD like a six-fingered glove. That I had the chance to work with him, eat with him, travel with him, laugh with him and be considered a colleague by him is like winning bragging rights for life. They say “Only the good die young,” but Al shattered that rule! He was MAD’s MVP till the end. I’d just like to hear his response when Saint Peter asks, “Are you here to enter Heaven?”

—Charlie Kadeau, MAD Senior Editor Emeritus, 1985-2017



Enjoying a cocktail with MAD Senior Editor Charlie Kadeau



Al Jaffee was a comfortable constant in my life. This write-up could probably end there...but it won't.

Inside the pages of MAD, which I discovered in Mrs. Pitts's first grade classroom, was a gateway to a weird new world: a world where grown-ups weren't perfect, and it was okay to laugh at the absurdity of society's sacred cows.

In between the movie parodies and various regular features, there was Al Jaffee. Silly and oddly comforting, his art and writing welcomed the reader in on the joke with a loving wink and a nod.

Decades later, I learned first-hand that the interpretations from my early years were an accurate reflection of the man. Like his art and writing, Al was full of love and fascination, with a sly demeanor that was disarming yet formidable. These qualities were glued together by a twisted and otherworldly sense of humor and self-awareness.

Al didn't hide behind his drawings; Al WAS his drawings.

—Ed Steckley
Artist and one of the Usual Gang of Idiots

Al Jaffee's caricature by Ed Steckley



Al in his NYC studio, perusing some of his multitude of paste-up boards

When talking about Al Jaffee with my fellow idiots at MAD, I would affectionately refer to him as “a man with a unique talent.” Al was the only person in American history who when filling his taxes listed “Fold-In artist” as his occupation. From his debut in 1964 and for the next 55 years, the Fold-In was MAD’s distinctive grand finale, never failing to provide pure ridiculousness, biting social satire – or both! It was the Fold-In, more than any other feature, that made MAD different from other magazines. Even MAD’s countless imitators couldn’t imitate it. In 2017, at age 97, Al was still carrying his completed Fold-Ins rendered the old-fashioned way over a drawing board, to the MAD office in his portfolio – to applause from the staff I might add. But Al was hardly a one-trick pony. He gave us Hawks and Doves and Snappy Answers to Stupid Questions and so much more. If ever there was a MAD genius, it was Al Jaffee.

—Joe Raulda, MAD Senior Editor Emeritus, 1985-2017 (BIG DEAL!)

Al Jaffee was unquestionably a prodigious talent, and at the same time the nicest, most courteous gentleman imaginable. In my 19 years as MAD art director, I never worked with anyone in open to collaboration or more willing to give credit to others, whether deserved or not. I felt blessed that our professional relationship evolved into a true friendship.

—Sam Viviano, MAD Art Director, 1999-2017



Always a fun filled afternoon when Al hand delivered his latest Fold-In to the NYC MAD offices. Here's a 2017 visit with then MAD Senior Editor Joe Raulda, Editor-in-Chief John Picerno, and Art Director Sam Viviano

A Jaffee memory: The Usual Gang of Idiots was sitting around a huge campfire somewhere in Africa. The fire was to keep wild animals away. We were on one of publisher William M. Gaines's incredible bonus MAD trips for those who had more than 25 pages published in MAD in a year. Two people from another tour group joined us and one asked: “What is the staff of MAD Magazine doing in the middle of Africa?” Without missing a beat Jaffee replied: “We’re on a tour of Puerto Rico booked by a really stupid travel agent!” Great laughter all around...my god, Al will be missed.

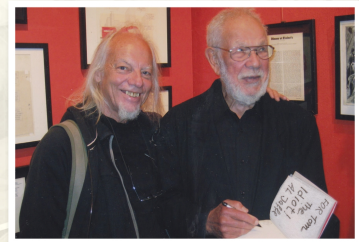
—Dick DeBartolo, Writer, Former Creative Consultant



Al with MAD's longest contributing writer the one and only Dick DeBartolo



Personal birthday card art created for Al by MAD UGOI artist Tom Bunk



MAD UGOI artist Tom Bunk gets Al's "autograph"

This is a tribute to MAD's brilliant, very smart, genius Al Jaffee who recently died at the age of 102?

- 1) No, this is the Oscars, and the winner is "Everything, Everywhere Folded-In at Once."
- 2) No, this is the Jewish Santa Claus look-alike memorial and there is only one entrant: Al Jaffee.
- 3) No, Sigmund Freud's ghost has decided to return without his cigar and haunt the pages of MAD.
- 4) No, (Your answer here)

Ask a Stupid Question, get a Snappy Answer. Al, thank you for being a guiding light to millions of us 98 pound weaklings, and for illustrating the way to correctly mispend our youth. I will miss you MADdy.

—Peter Kuper, Cartoonist/Idiot



MAD UGOI's Peter Kuper Al Jaffee, and Desmond Devlin, as NYU Society of Illustrators event

Who among you has enjoyed a good nap at your job? The kind of best streak that really put you in solid at the office, and gave you career security? Good for you...but Al Jaffee has you beat.

—In MAD #86 (April 1964), Al debuted his first Fold-In.

—In issue #91 (December 1964), Al debuted his first full-fledged “inventions” article, “Some MAD Devices for Safer Smoking.”

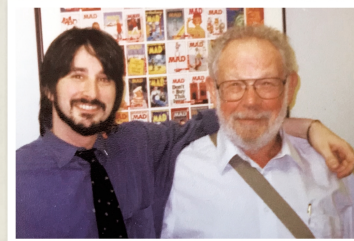
—In issue #98 (October 1965), Al debuted his first “Snappy Answers to Stupid Questions.”

Those are three very different comedic structures. Thought up by one man within a year and a half. Each of those ideas puts you in and makes you more than a reader. They make you a participant.

Al's concepts were so strong and so fertile that he was able to revisit those three formats again and again for the next 55 years! I'd say that was a pretty decent year and a half for Al Jaffee.

His work is part of my bloodstream. I'm indebted to his mind and humor and privileged to have known him.

—Desmond Devlin, MAD writer from age 19 to subsequent decriptide



Charles Kochman and Al in 1960 at the MAD offices, taking a break from working on MAD's Fold-In Book A Reference Collection of Fold-Ins

It's safe to say that everyone reading this has never lived in a world Al Jaffee wasn't a part of it. It says a lot about him that even at 102 he left us too soon. Growing up reading MAD, I never imagined I would meet Al much less that I would edit several of his books or that we would become friends. For the better part of 20 years, we would get together for dinner at least once a month. In 2016, I had the honor of inducting Al into the Harvey Kurtzman Hall of Fame. Taking a cue from Snappy Answers I began, “Al here to introduce Al Jaffee? No, I am here to deliver his eulogy.” The crowd groaned. “Let's face it,” I continued, “Al is old. When he was born, they were still using A.D. on his birth certificates.” Al laughed, and thankfully everyone followed. Even though he is no longer with us, and I miss him terribly, I'd like to think he wouldn't mind my repeating that joke here.

—Charles Kochman, Editor-in-Chief, Abrams Comics
Formerly Editor of Licensed Publications at DC Comics/MAD



OF ONE'S OWN ACCORDION DEPT.

Weird Al Loves Wacky Al Jaffee

WRITER "WEIRD AL" YANKOVIC
ARTIST ED STECKLEY



As of this writing, the great Al Jaffee is still very much alive and well. (347 years old—amazing!) I'm a lifelong fan of Al's and have always been enormously entertained by his work in MAD, including the iconic "Snappy Answers to Stupid Questions" and of course the legendary Fold-Ins. I'm still picking up pieces of my brain off the floor after finding out that I was the subject of one of those Fold-Ins back in 2014.

But he's also responsible for my single most-favorite one-panel cartoon ever.

When I was growing up in Lynwood, California, Kenny Rokos lived directly across the street from me. I liked Kenny well enough, but what

I really liked about going over to his house was the fact that his dad happened to have a big stack of MAD magazines in the closet. I was already a voracious MAD reader by this time, and this was a convenient way for me to get my fix.

I remember one day I was thumbing through a 1966 back issue and stumbled upon this three-page article by Mr. Jaffee. Honestly, I don't even remember what the article was about, but I'll never forget one of the images that it included: a very realistic-looking Dennis the Menace cartoon in which Dennis is running into the kitchen to proudly show his horrified mother a human skull. The caption: "LOOK WHAT I FOUND IN MR. WILSON'S HEAD!"

This completely short-circuited my brain. Without exaggeration, I may have laughed for 20 minutes straight. It was the funniest thing I had seen in my life up to that point—and frankly, I can't think of any other time in my life when I've laughed harder.

I mean, it's such a *dark* joke. It creates such an absurd and disturbing visual image: Was Dennis playfully clawing all the flesh off of Mr. Wilson's

head until he found this lovely treasure? And now how is Mom supposed to react to this act of depravity? This one cartoon may be the sole reason why so many of the songs in my catalog are twisted and violent. And the attention to detail is magnificent—it's virtually identical to Hank Ketcham's comic art. I probably learned that important lesson about the craft of parody from this cartoon as well.

A few years ago I heard that beloved longtime *Simpsons* writer George Meyer deemed this cartoon his all-time favorite as well. For an obscure little drawing hidden away in a three-page article in a magazine that's over half a century old, I think that's really saying something.

Anyway, thank you, Al Jaffee, for the many, many, many laughs over the years. And here's to 347 more!

"WEIRD AL"

Yankovic

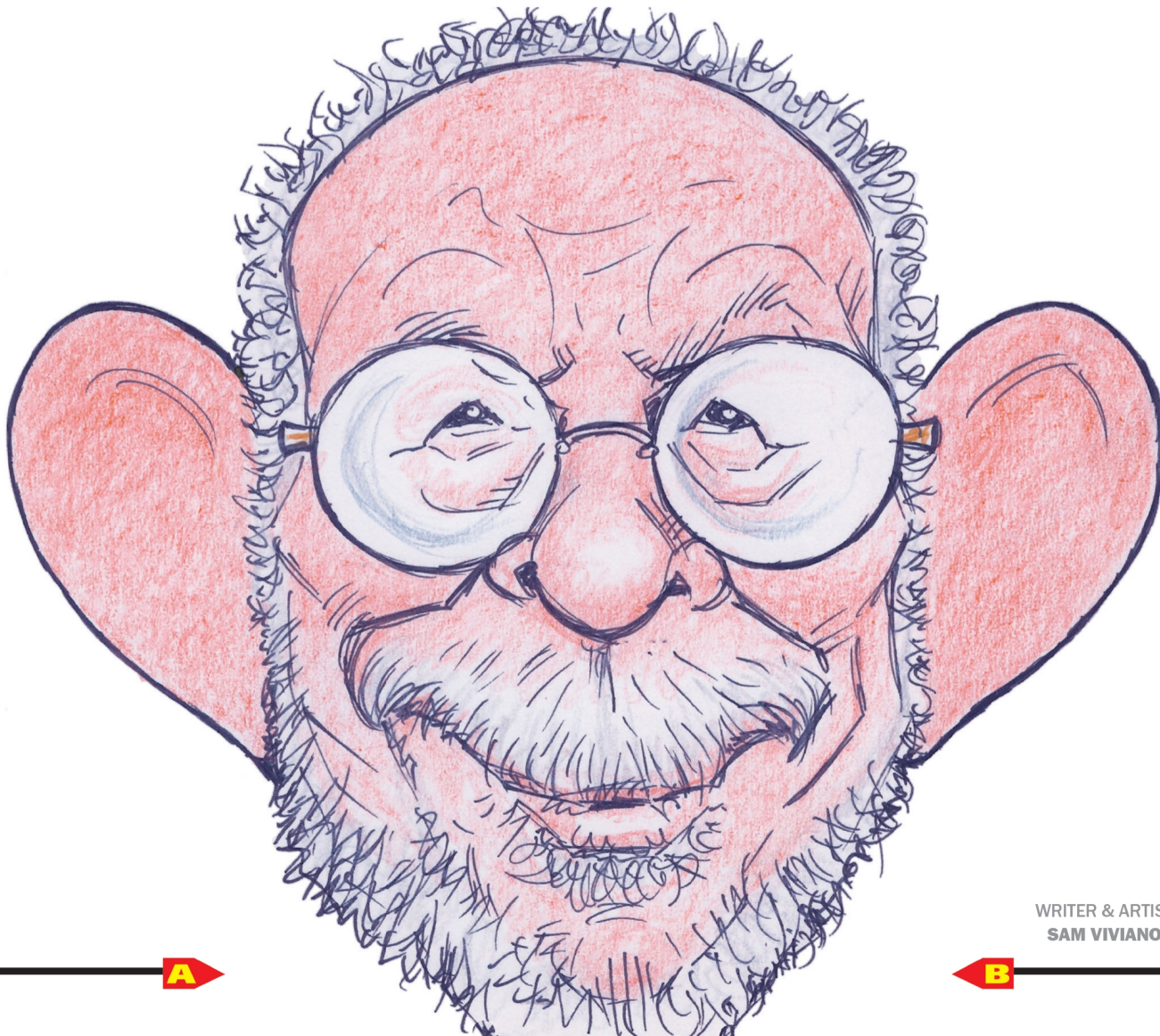
—April 2022

Weird Al Yankovic originally wrote this wonderful story about his favorite MAD artist, Al Jaffee, for MAD#28, the 70th Anniversary issue Dec 2022. We are thankful that he did and glad that Al got to see beautiful tribute in print too!

PANEL IS FROM "POSTAGE STAMP ADVERTISING," ORIGINALLY PUBLISHED IN MAD #104, JUL 1966
FULL PAGE ORIGINALLY PUBLISHED IN MAD #28, DEC 2022

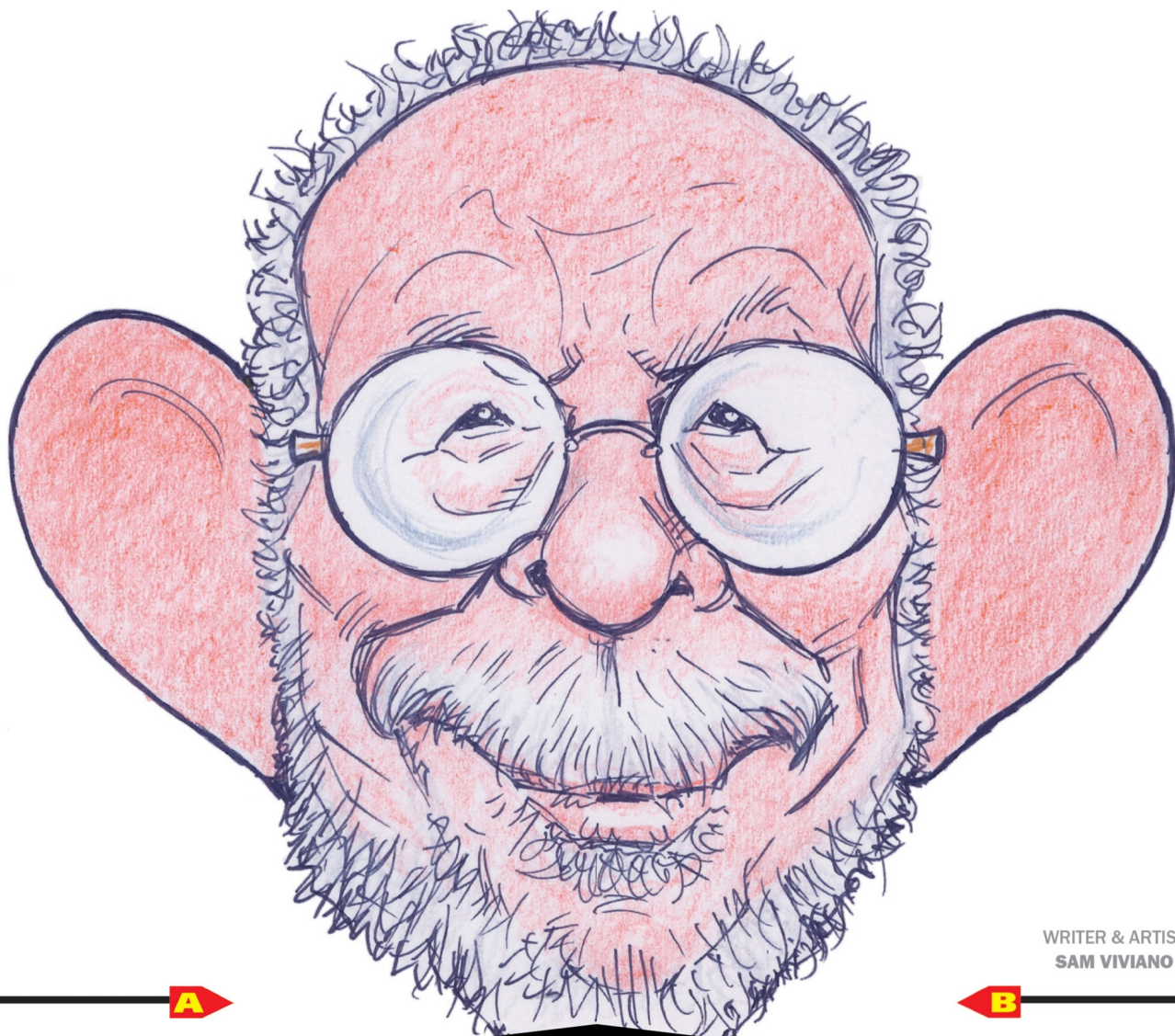
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**WISE MISTER JAFFEE
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MORE THAN
A WHOLE EVENTFUL
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WRITER & ARTIST
SAM VIVIANO**A****B**



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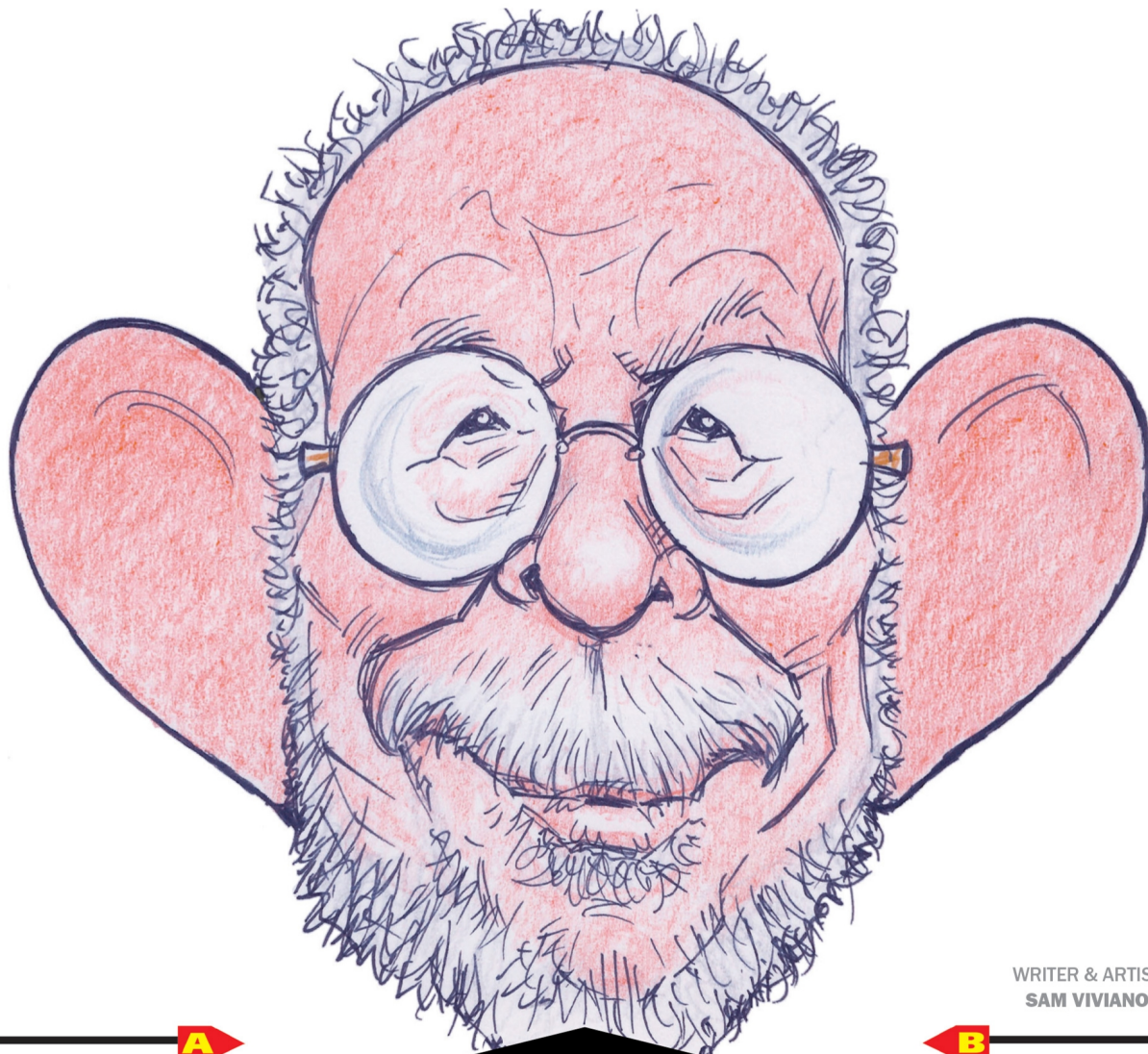
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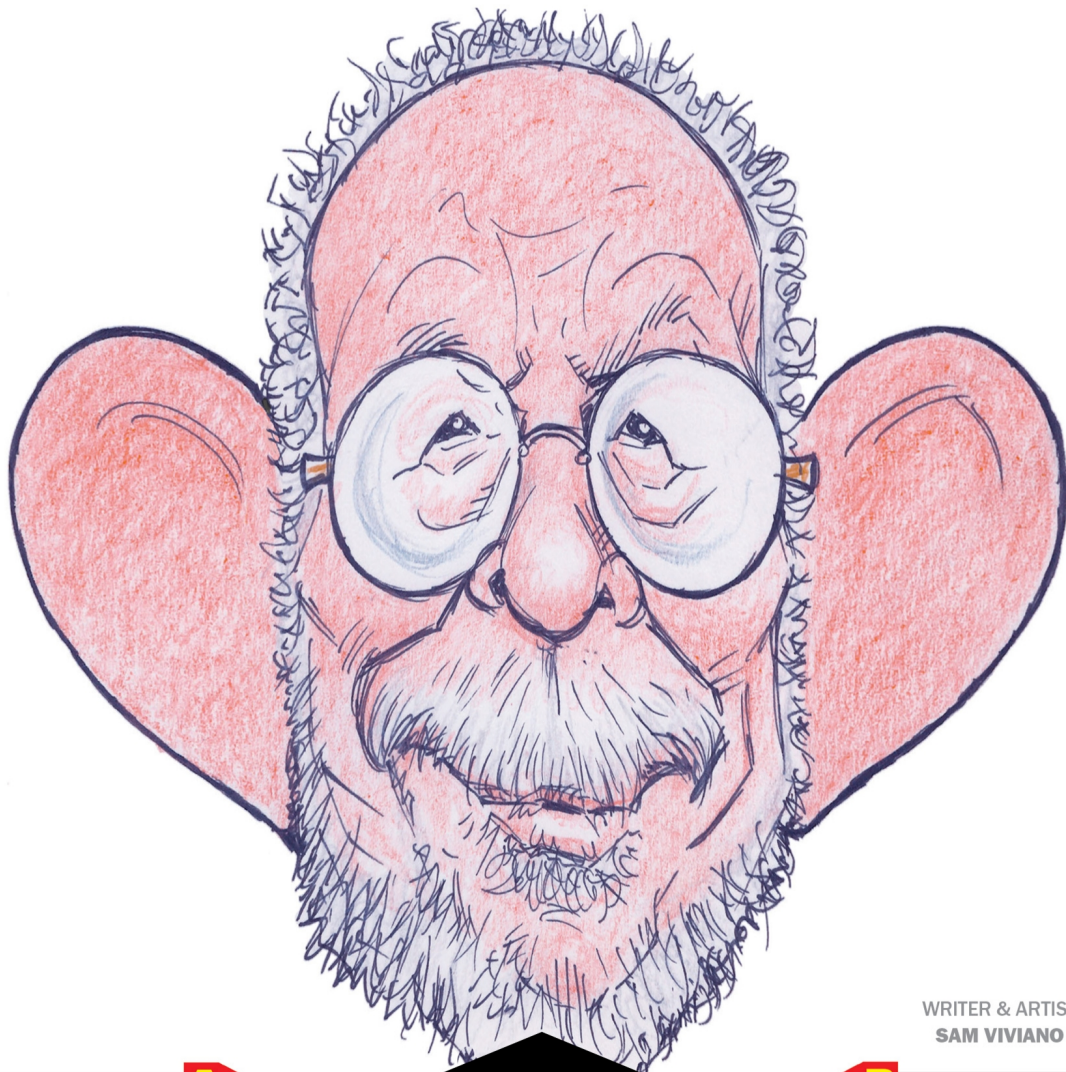
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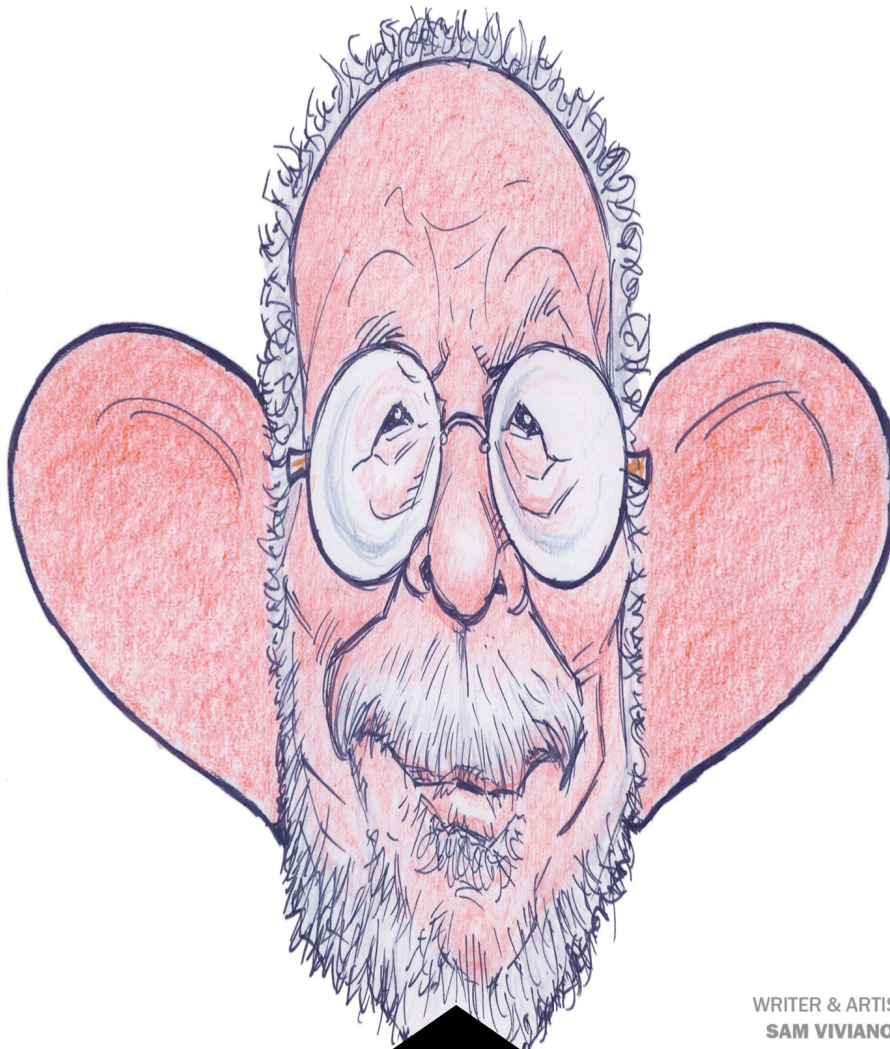
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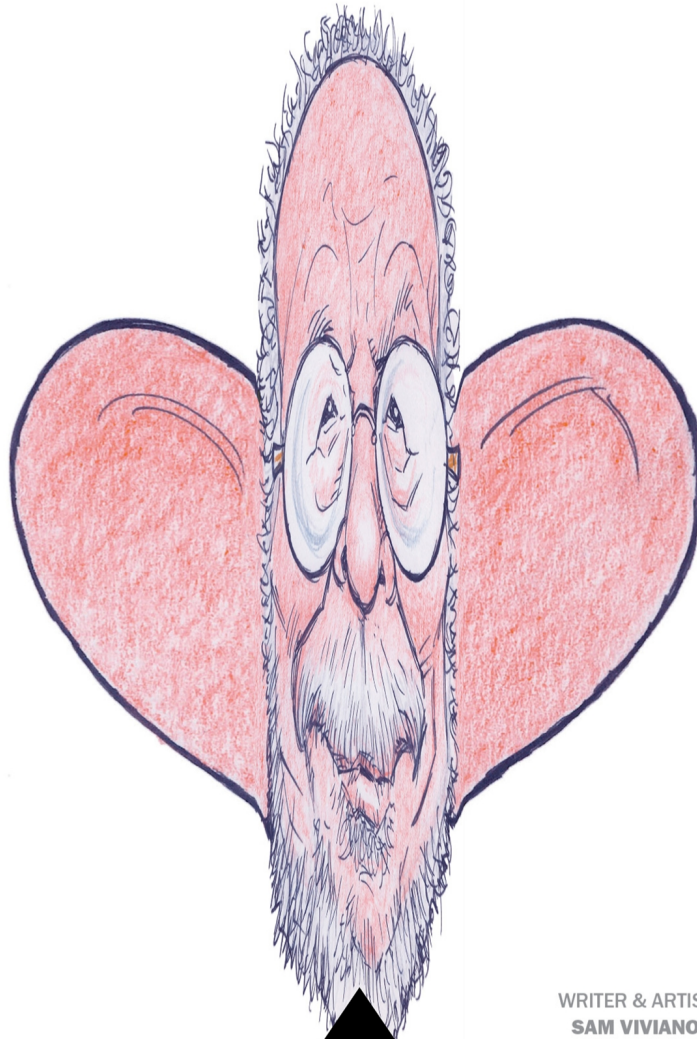


WRITER & ARTIST
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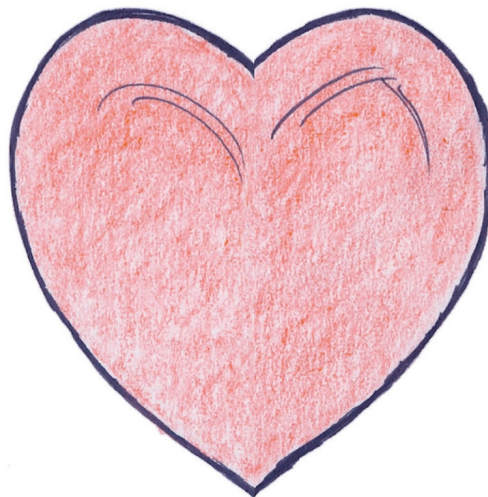
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CENTURY!



WRITER & ARTIST
SAM VIVIANO

A B

**WE
LOVE
YOU,
AL**



WRITER & ARTIST
SAM VIVIANO

A B

The UNFOLDABLE Al Jaffee

There will always be a debate about who is the "Greatest of All Time" in anything creative, but the sign of true greatness is always being one of the people in that conversation.

Any debate about the greatest cartoonist of all time that does not include Al Jaffee is not a legitimate debate.

Like so many, I grew up a fan of MAD Magazine. I loved the work of Harvey Kurtzman and Will Elder and Jack Davis and Sergio Aragonés and Mort Drucker and Wally Wood and...well the list is too long to go on. MAD has been spoiled by having some of the greatest cartoonists ever as major contributors. But if I was forced to pick who was the greatest of the great in MAD, for me the choice really is no choice at all.

Al Jaffee was the greatest cartoonist who ever worked with MAD Magazine, and for me the greatest who ever put pen to paper, period. Sergio is right there for me as well, another genius of writing and art combined, but Al still takes the prize. No one ever did what he did as brilliantly as he did it for as long as he did it. No one. He was one of a kind.

Al was not the greatest artist that ever worked for MAD. That would probably have to go to Drucker or Davis or Wood. He was not the greatest writer that ever worked for MAD either...that title might have to go to Frank Jacobs or Dick DeBartolo or Arnie Kogen or Desmond Devlin or Tom Koch or...again, too long a list. He was the greatest cartoonist who ever worked for MAD. He combined both writing and art at the highest of levels and sustained that greatness over the course of MAD's long run. In my opinion Al was the undisputed heavyweight champ of MAD, not just for the brilliance of his work, but because he could do it all. He wrote, drew, or wrote and drew covers, features, movie, and TV parodies, one-page gags, multiple-page gags...there was nothing he could not do and do as well or better than anyone else. Many of his ideas for features became signature elements of the magazine. His gag inventions pieces often featured concepts that famously became actual products or technology. His Snappy Answers to Stupid Questions feature is a beloved staple of MAD. His Fold-In feature is just flat-out iconic, and a masterpiece of humor genius that lasted for well over 50 years in print. Al did them for every single issue (save two) from 1964 until 2019.

But MAD was not Al's whole story. He worked for Timely Comics (eventually Marvel) doing humor comics featuring his creations Ziggy Pig and Silly Seal. He did a syndicated comic strip called *Tail Tales* which was a vertical-format strip done in pantomime so it would appeal to non-English language papers. Al once told me a story about how his syndication editor insisted he add words to the strip, and when he did they lost two dozen international papers that carried it. I think the word Al used to describe that gentleman was *idiot* (...and not the "Usual Gang of..." kind).

One of the greatest perks of getting to work for MAD was getting to know some of my heroes like Mort and Jack and Sam and Angelo and Sergio, and especially Al. He was a humble genius who was simply a delight to be around, whenever I got that chance. He was just like his cartoons...genuinely funny, charming, and sharp-witted.

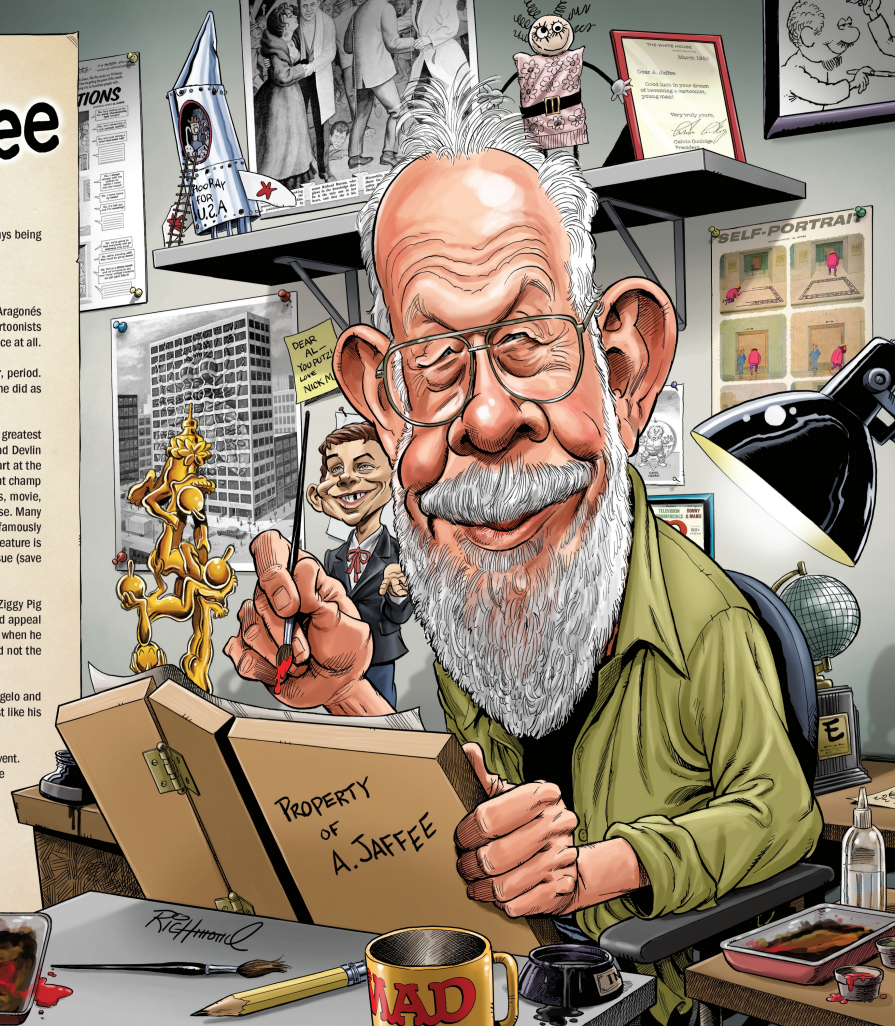
My favorite Al Jaffee story was when we were in Savannah, Georgia, at a MAD gathering for a Savannah College of Art and Design event. My wife Anna and I were having lunch with the group. We were seated at the end of the table with Al, his charming wife Joyce, the great Paul Coker Jr. and his equally charming wife Rosemary. We were chatting away when Joyce pointed at my arms and said, "Look at those muscles!" Then she turns to the then only 90-year-old Al and says "why don't you have muscles like that?"

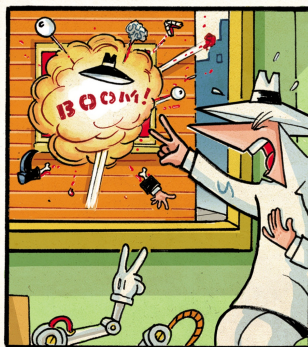
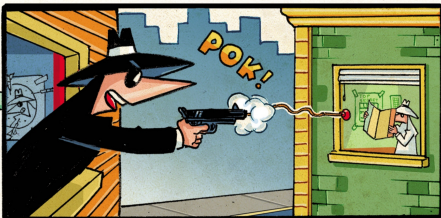
Without missing a beat, Al looked at her and said in his distinct, deep voice:

"I'm too cheap to buy new clothes."

That's the kind of sharp wit and humor Al Jaffee generously shared with the world for more than 70 years as a cartoonist.

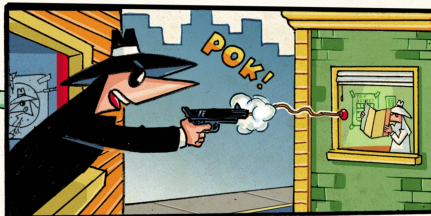
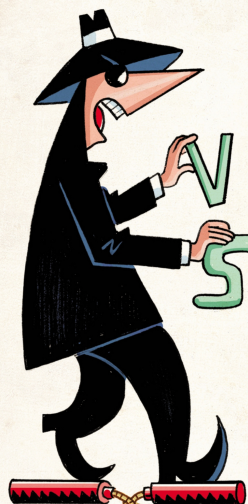
Planet Earth was lucky to have had Al Jaffee share his unmatched talent and humor with us, and especially lucky for it to have lasted for so long. Goodbye Al...and thanks for the laughs.



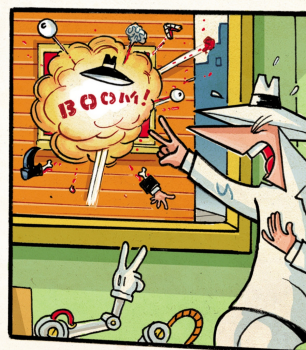


WRITER & ARTIST PETER KUPER

SPY



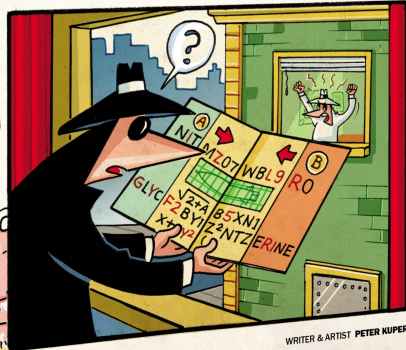
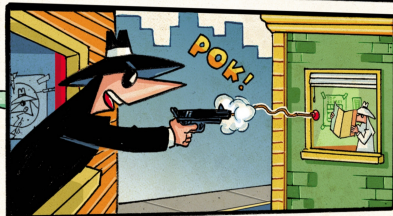
WRITER & ARTIST PETER KUPER



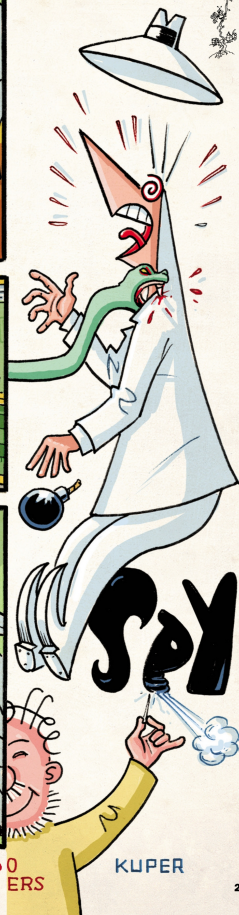
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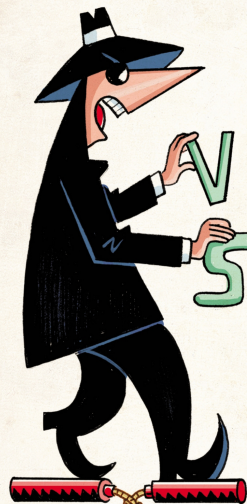


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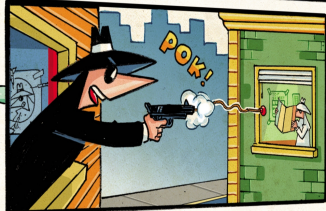


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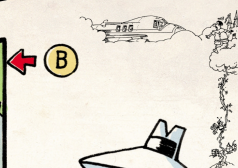


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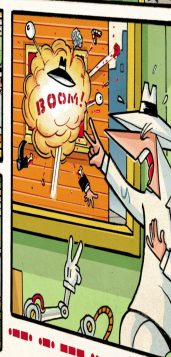
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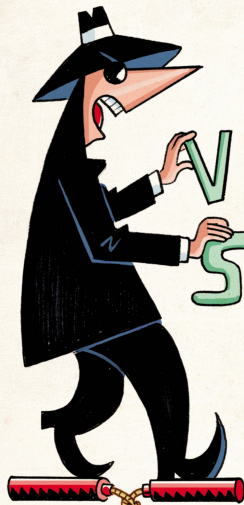


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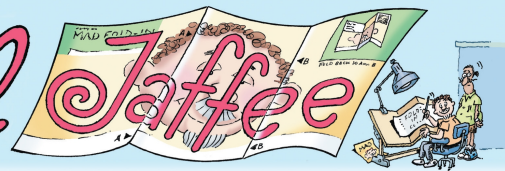


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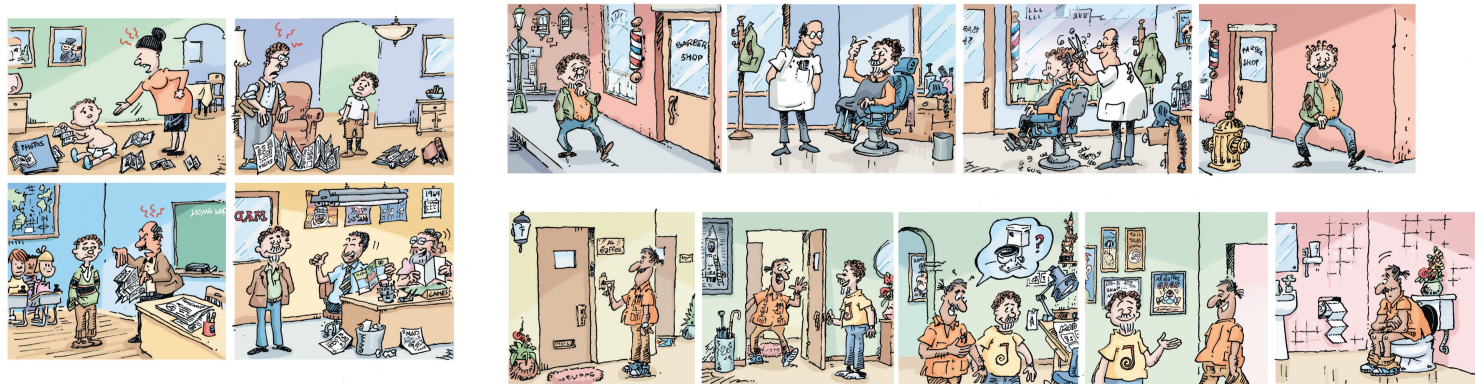
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Sergio Aragones
Presents

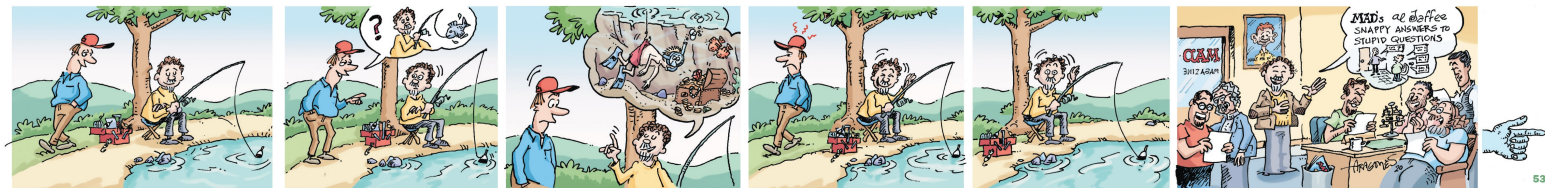
a MAD look at al Jaffee

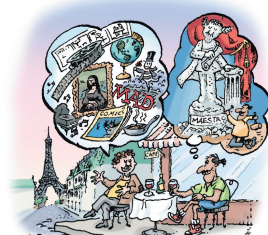


FIRST TWO PAGES ORIGINALLY PUBLISHED IN MAD #14, AUG 2020

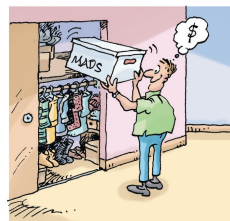
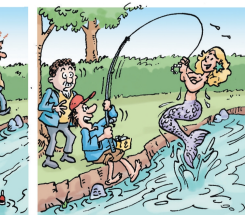
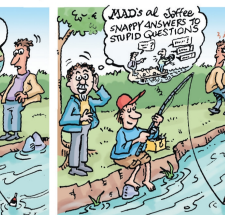
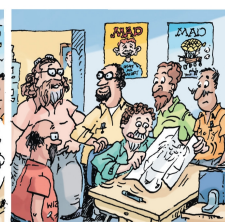
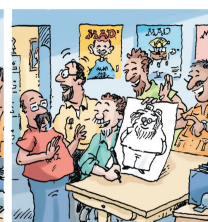


WRITER & ARTIST SERGIO ARAGONES COLORIST CARRIE STRACHAN





TWO NEW PAGES CREATED BY SERGIO
IN MEMORY OF HIS DEAR FRIEND, AL JAFFEE.





"HE WHO LAUGHS, LASTS"

**If laughter be an aid to health,
Then logic of the strongest
Impels us to the cheerful thought
that he who laughs lasts longest.**

—W.E. Nesom, "Perverved Proverbs"

Written in 1917, this excerpt is supposedly the first instance of the playfully modified adage, "He who laughs, lasts." Penned four years before Al Jaffee was born in 1921, it perfectly sums up to me his impish outlook and amazingly long-lived life in a nutshell. And Al lived an entire orchardful of trees covered with a lot of nutty shells!

When I was hired to art direct MAD Magazine in 2018, I had to pinch myself hard... *really* hard! Not only was this the dream job of all dream jobs, but the thought of working with some of the tenured "Usual Gang of Idiots," most of whom were the sole reason that I even went into a creative career, was unnerving to say at the least. So, imagine the huge bruises I gave myself realizing one of my assignments would be to art direct the one and only Al Jaffee. He was the master of all things I knew and loved about MAD! How could I possibly give the Al Jaffee any sort of direction on a Fold-In...he'd been making these masterpieces of MAD-ness since before I was born!

After I stopped pinching and got up the guts to make the call to discuss the latest Fold-In sketches it was such a joy, even long distance, to meet and talk with Al. His baritone voice was so warm and inviting that immediately all anxiety was lifted. You could literally hear the twinkle in his eye! I got the sense he was genuinely open to my suggestions and appreciated the direction. And hearing his booming laugh after one of his snappy answers, was the cherry on top of it all.

Later that year, while out at New York Comic Con, I was lucky enough to get to meet Al in person and spend an afternoon with him at his studio. That day is of my most cherished moments, not only in my MAD history, but my life's history. Al Jaffee was one of a kind, and I'm truly honored and humbled to have been able to work with him. They broke the mold when they made you, Al, and I'm certainly thankful you helped mold me into who I am today.

—Suzy Hutchinson
MAD Art Director



ARTIST
TOM RICHMOND

HERE'S TO YOU, MR. JAFFEE!

Your innovative ideas, wisecracking wittiness, and sharp responses to the repugnant have shaped the very fiber of this magazine, as shown by the multiple generations of Jaffee-inspired cartoonists, humorists, comedians, and all sorts of silly, snappy satirists.

Thanks for making us look Idiotic—and making readers look twice—all these years. MAD wouldn't be MAD without you. The world is a much funnier place because of you.

ARTWORK ORIGINALLY PUBLISHED IN MAD #14, "ALL JAFFEE" ISSUE, MAY 2020



PHOTO JASON LEVINE



Here's Al in his studio giving snappy answers to my stupid questions about the Fold-In he created for the annual MAD 20 Dumbest in MAD #5, Feb 2019.

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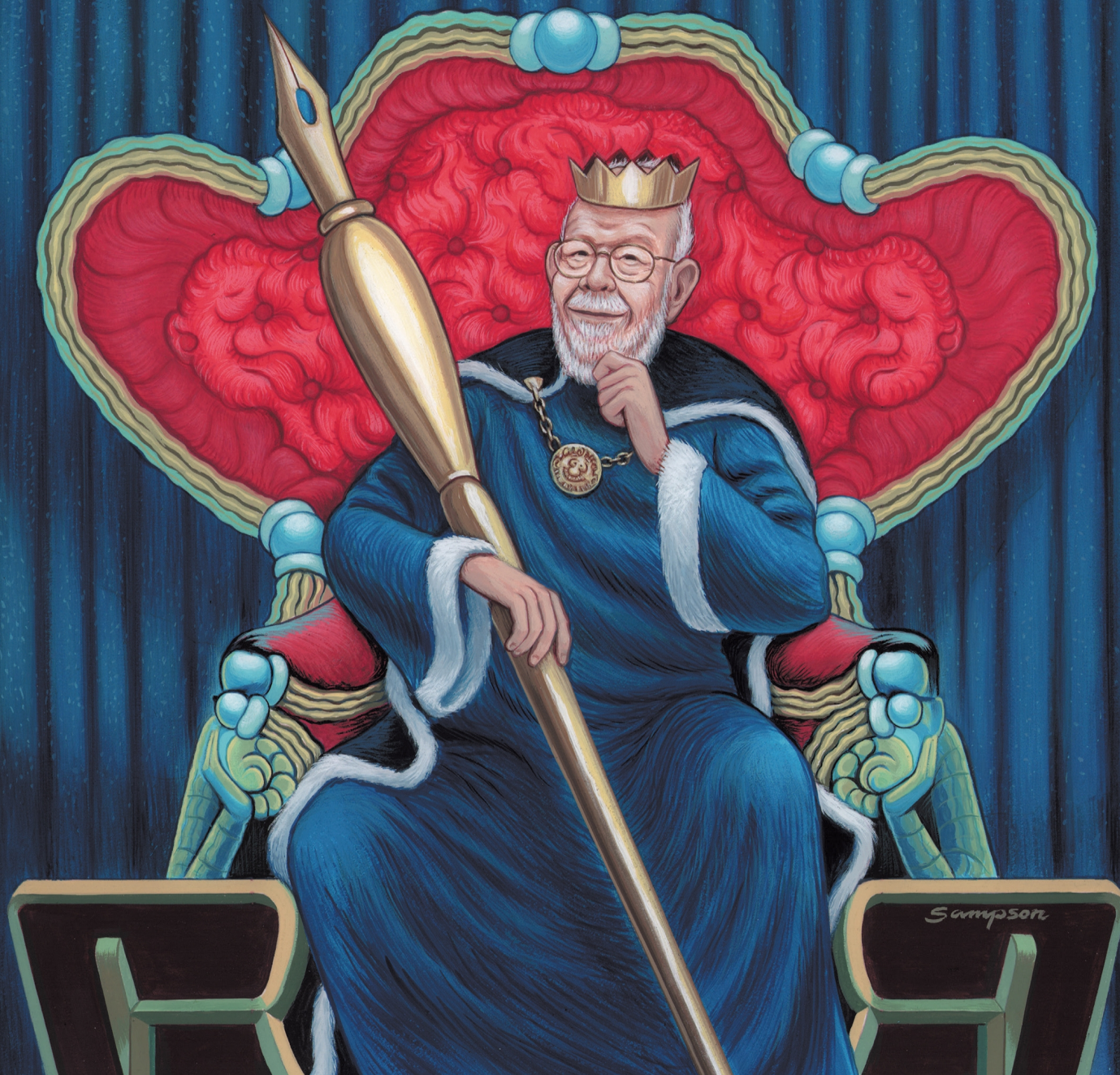
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WHAT'S ONE OF
THE HARDEST
THINGS ABOUT
LOSING A GIANT
LIKE AL JAFFEE?

HERE WE GO WITH A SPECIAL IN MEMORIAM **MAD FOLD-IN**

We at MAD are sad to say goodbye to our dear friend, Al Jaffee. His sense of humor was exquisite. His genius was extraordinary. His draftsmanship was exceptional. His achievements are unparalleled and will likely always be. His loss is a difficult one for many reasons—to see one of them, fold in as shown.

SWIPE FROM B TO A TO FOLD



MAD AND ITS FANS EVERYWHERE MOURN THE LOSS OF THE KING OF CARTOONISTS, AL JAFFEE. HIS BRILLIANT HUMOR WAS A FORMATIVE INFLUENCE ON YOUNG MINDS FOR DECADES, YIELDING GENERATIONS OF INCURABLE SMART-ALECS. ONE THING ABOUT LOSSES SUCH AS HIS: WE CAN TAKE COMFORT IN REMEMBERING HIM AND THE WONDERFUL WORK HE LEFT BEHIND. THANK YOU, AL.

WRITER & ARTIST **JOHNNY SAMPSON**

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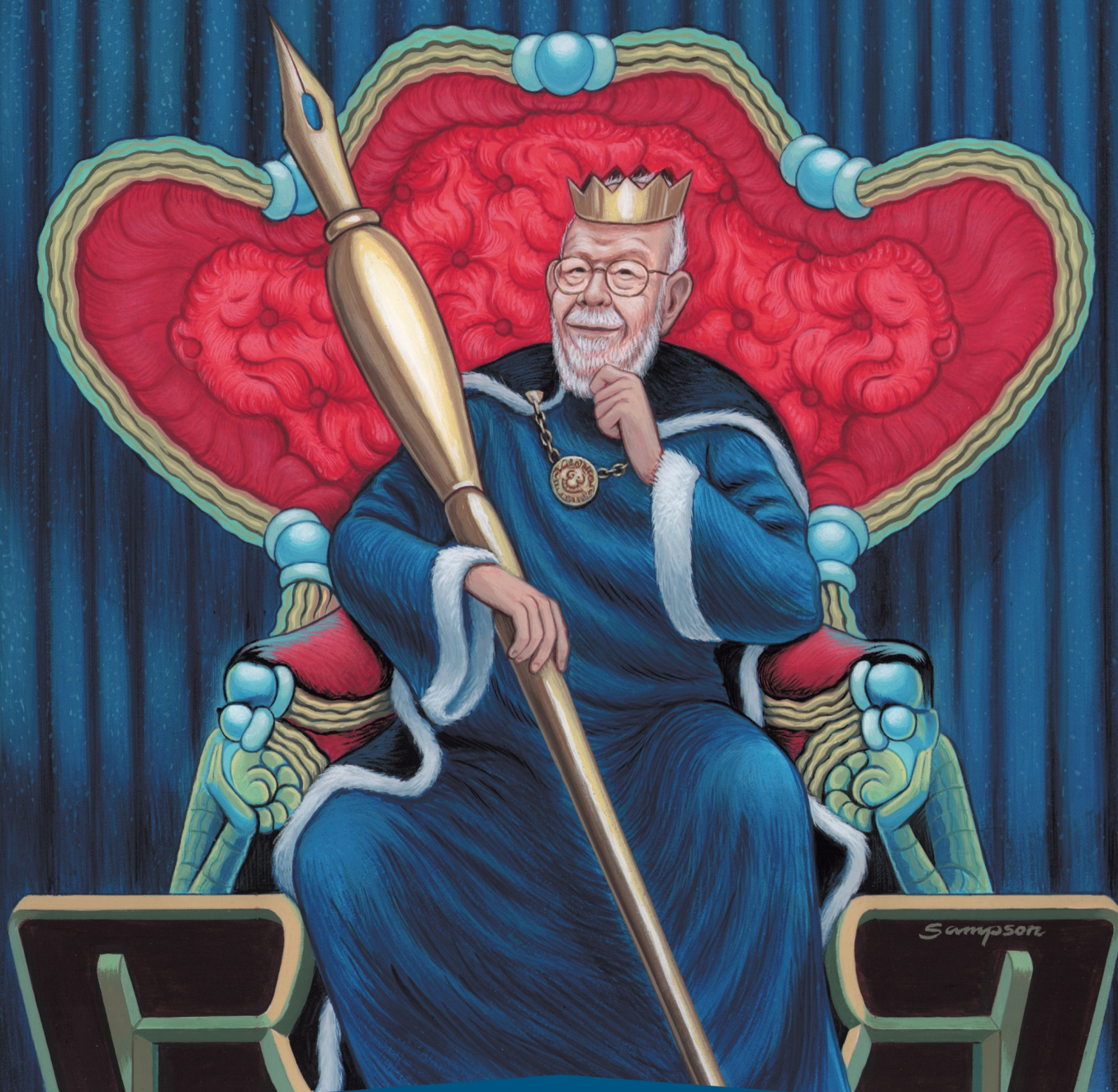
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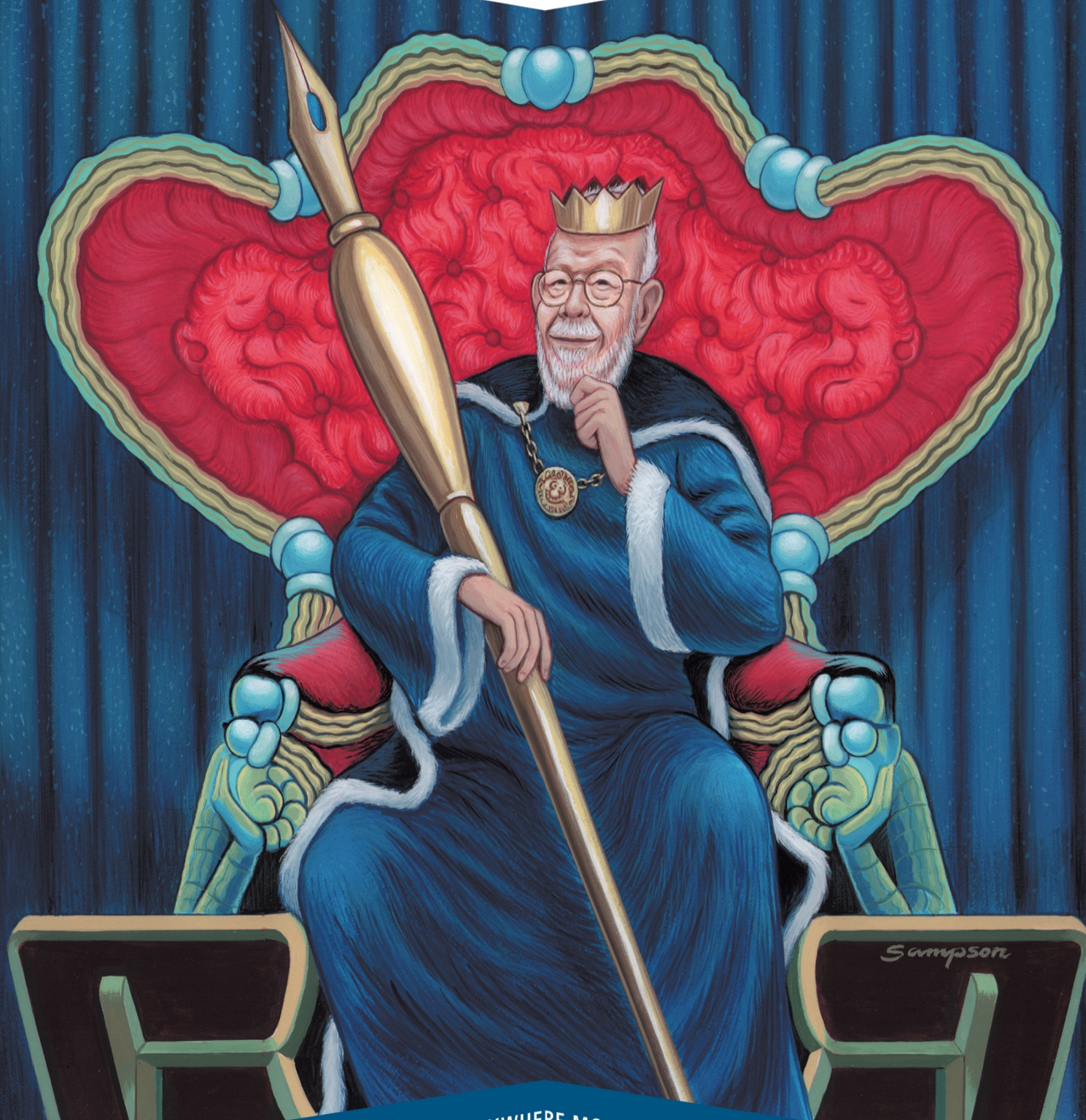
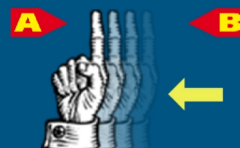
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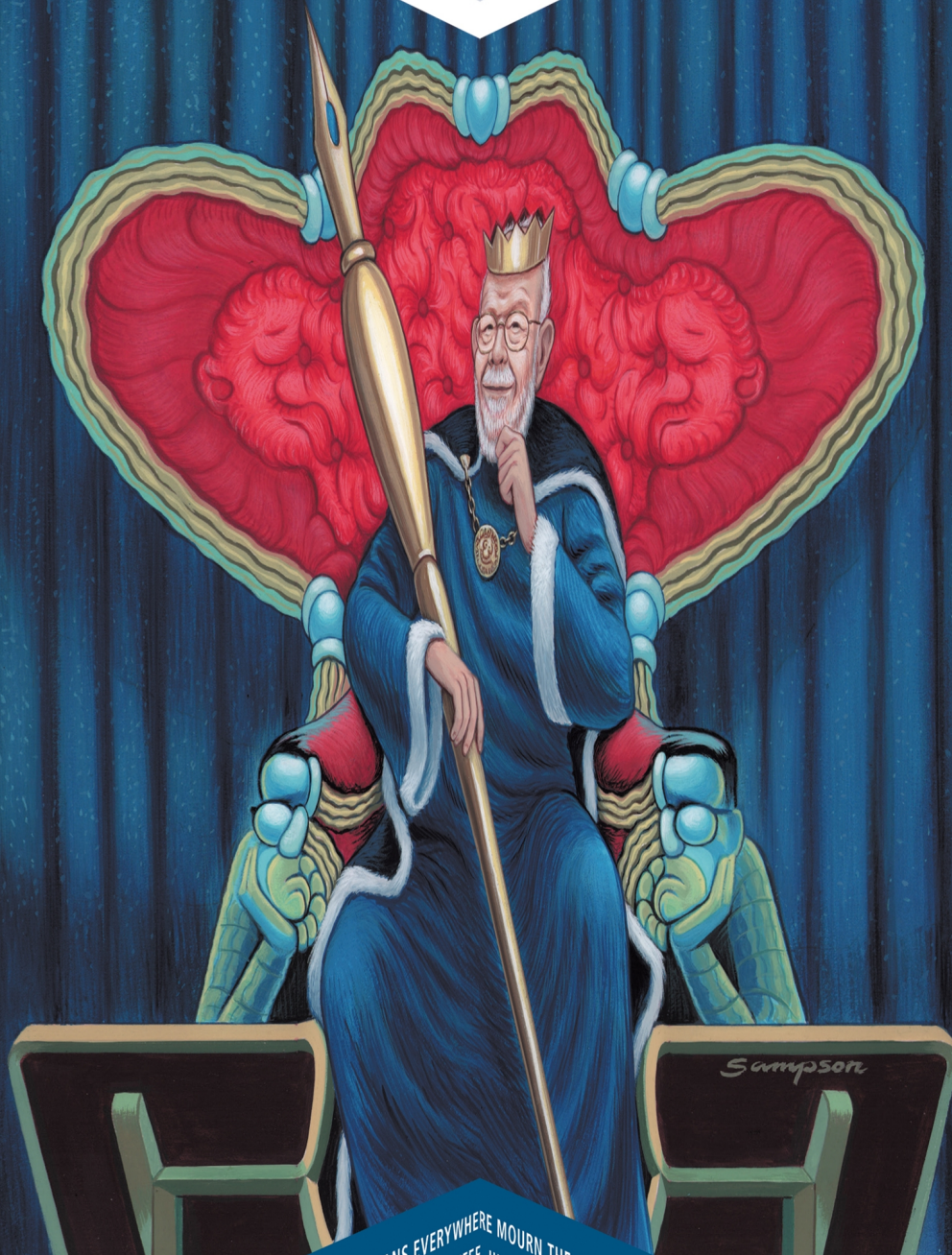
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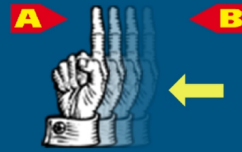
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MAD FOLD-IN
This is Mad's first fold-in special, a tribute to the giant Al Jaffee, the writer of
many of the magazine's most beloved cartoons. His wit and wisdom were
essential to Mad's success, and his sense of humor was a constant source of
inspiration. We hope you'll find this special as entertaining and as funny as
the original. It's a tribute to a giant, and a giant's legacy lives on.

SWIPE FROM B TO A TO FOLD



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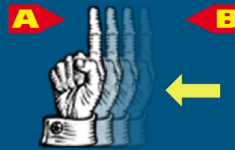
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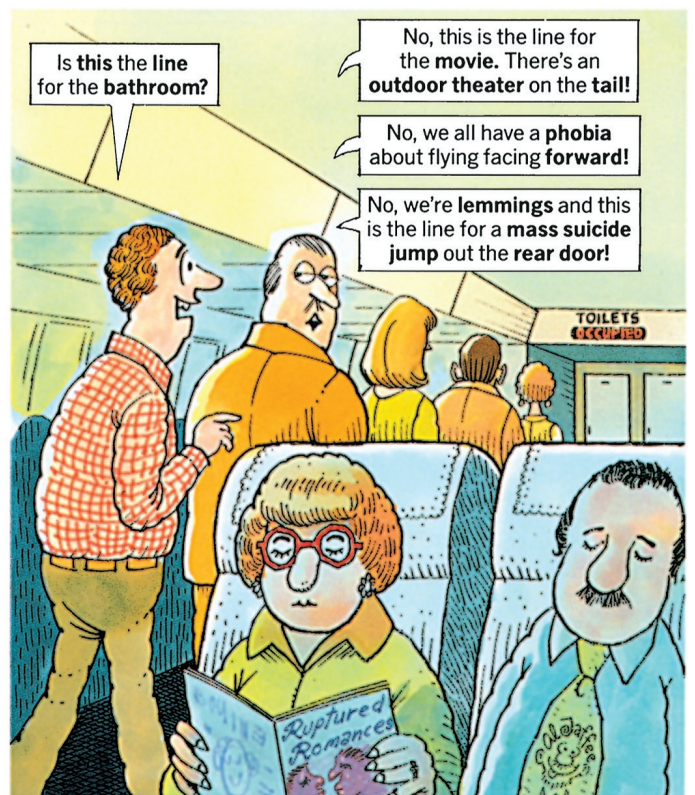
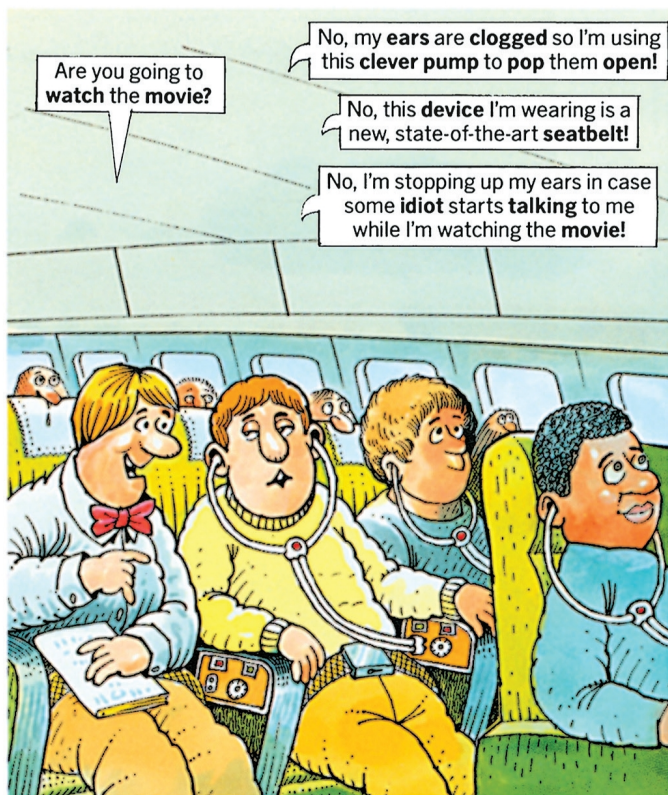
SNAPPY ANSWERS TO STUPID QUESTIONS IN



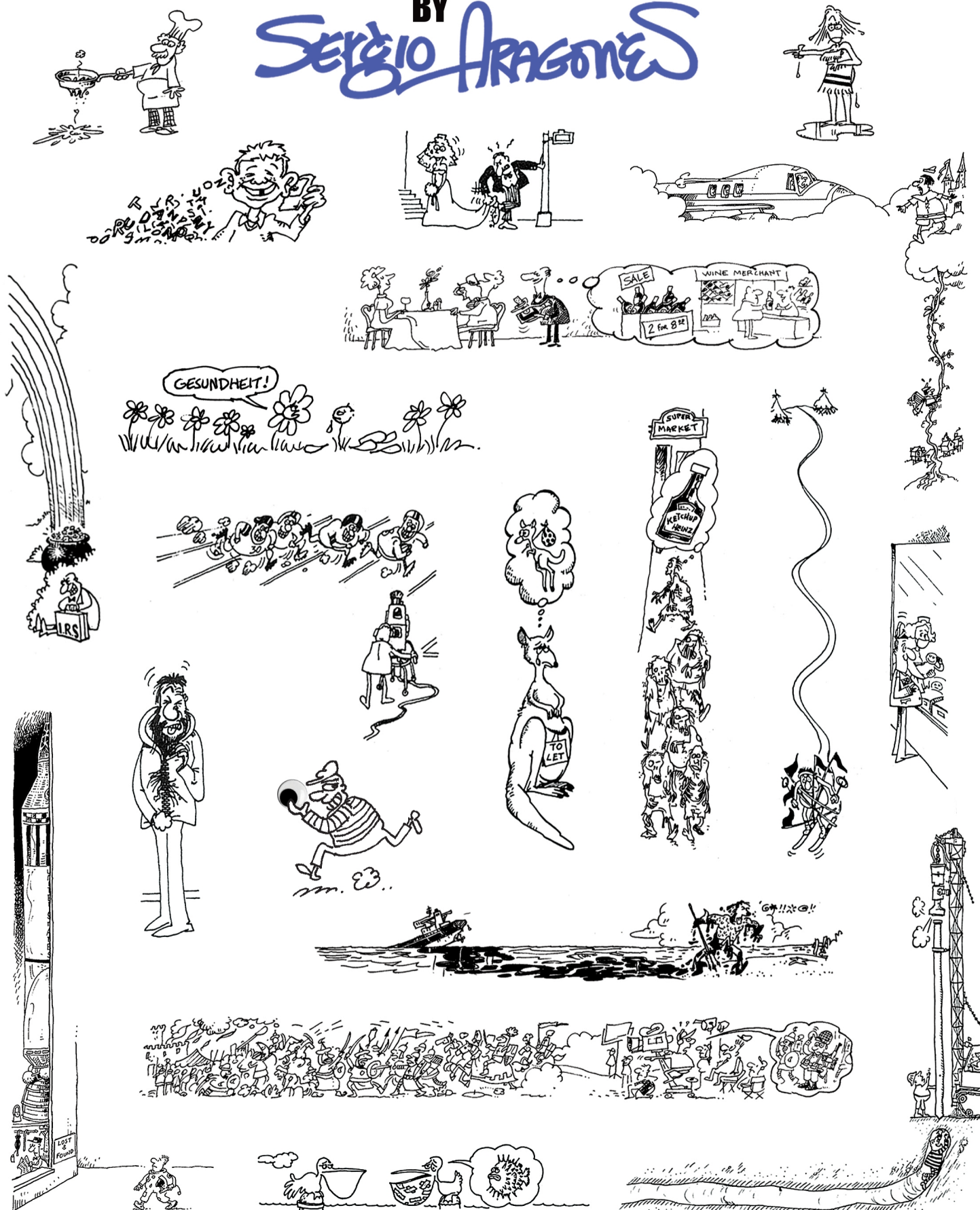
AIR TRAVEL



ARTIST & WRITER **AL JAFFEE**



BY
SERGIO ARAGONES



MAD

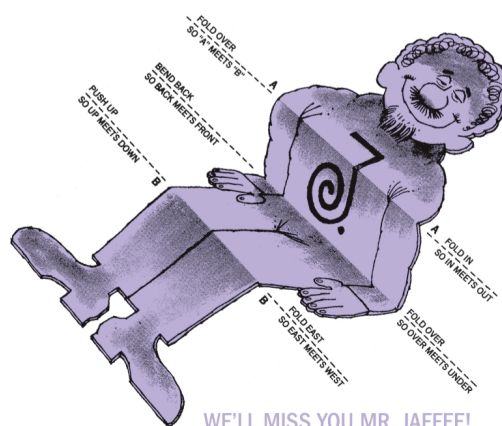
DIGITAL EDITION

BONUS MATERIAL!

Hope that your Dramamine has kicked in as we zoom backwards though time to March 1963 for “A MAD Look at Travel,” from the pages of MAD #77.



Travel isn't the only luxury as foretold by insightful Al Jaffee with the Fold-in from MAD #172, January 1975. You thought airport food was expensive!



WE'LL MISS YOU MR. JAFFEE!

Today, we are a nation of travelers. Whether for business, or for pleasure — on the land, the sea, the air, or the lam — Americans are constantly on the go, and it's high time we paid editorial heed to this phenomenal epidemic of wanderlust. So here are some of our observations, comments, and bad jokes—in

A MAD LOOK AT TRAVEL

ARTIST: BOB CLARKE
WRITER: DON REILLY

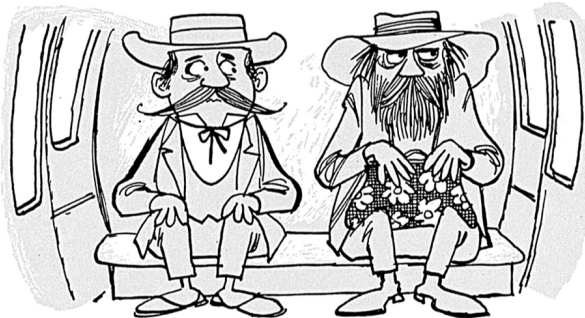
There was a time when travel in America was a risky business, and it took an "adventurous spirit" to brave the dangers involved in making a journey.



Today, of course, all that is changed—and traveling is safe and serene . . .



In the old days, you never knew who your traveling companions might turn out to be. You ran the risk of spending a long trip cooped up in a stagecoach with assorted undesirables—maybe murderers, even!



Today, of course, things are different. You have no such fears . . .



Years ago, travelers had to take elaborate precautions to protect their funds against thieves, bandits, etc.



However, modern travelers never carry more than \$50 in cash—and thus they foil potential thieves and bandits.



STATIONS AND TERMINALS

In the old days, you had to stand in long lines at rail, bus, and air terminals... only to find out that you couldn't get the reservations you wanted.



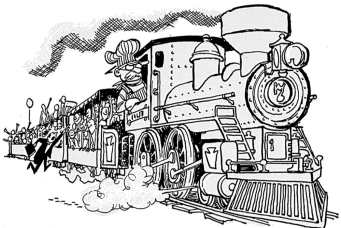
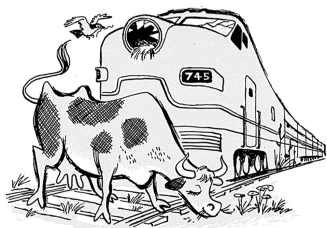
Today... rail, air, and bus ticket and reservation systems are marvels of efficiency. Through the miracle of electronics, you find out *instantly* that you can't have the reservation you want.



RAIL TRAVEL

The nation's railroads are in financial trouble. People just don't seem to be riding trains anymore. However, one of the most popular rides at amusement parks like Disney-

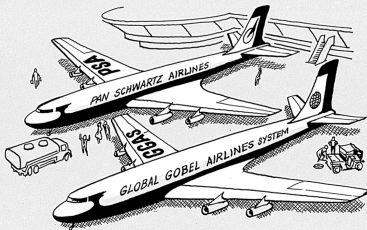
land are the "antique train" rides. The answer, then, is simple: Bring back those antique trains, get rid of the streamliners, and folks will flock to the ticket windows.



AIR TRAVEL

The traveler interested in flying is often confused by the wide variety of airline ads, all pushing their own supposedly superior aircraft and flight routes.

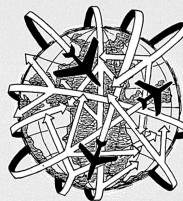
The fact is that all the competing airlines buy their planes from the same aircraft manufacturers, so the only difference between them is likely to be the color of the seat upholstery.



Another interesting thing about airline ads are the measures which show the routes the airline flies.



Put all these routes onto ONE globe, and it'll seem amazing that we don't have DAILY mid-air collisions!



If you're traveling by air, make sure you don't exceed the allowable baggage weight, or you will have to pay an additional fee. Some people try to get around this by wearing all their suits, shirts and socks onto the plane, but this procedure is not recommended by us... especially if you're traveling during the warmer months.

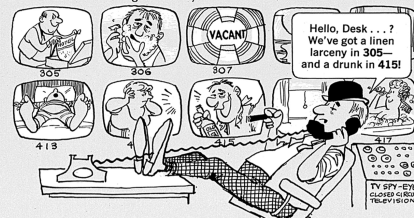


HOTELS

Hotels have changed a good deal over the years, too. They used to be mostly dingy, dusty places containing potted palms and lurking house detectives on the lookout for inappropriate behavior.

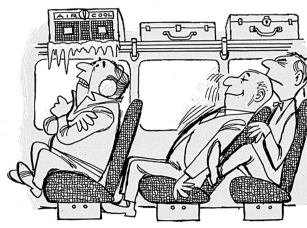


But all that has changed in today's ultra-modern, efficient hosteleries...



BUS TRAVEL

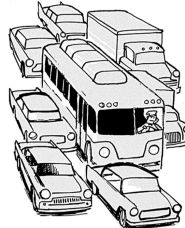
Bus travel is a good deal less rigorous than it used to be, now that buses have such modern refinements as air-conditioning and adjustable reclining seats.



In the ads, the bus is always pictured zooming along a wide scenic highway... like this:

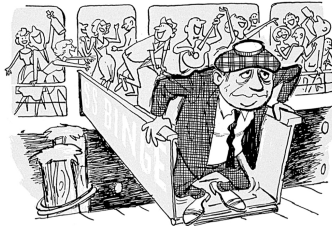


But anyone who has attempted travel by car knows the scene is more apt to resemble this:



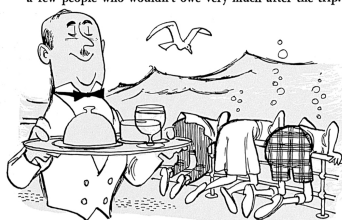
OCEAN TRAVEL

For those with time, there's nothing like an ocean voyage. But if you were to take advantage of all the festivities the average ocean liner offers, you'd arrive at your last port more in need of a hospital stay than a vacation.



First-Class and Tourist-Class passengers on ocean liners enjoy approximately the same recreational facilities . . .

When you buy a ticket for a sea voyage, the cost of your meals is included in the price of the passage. Shipping companies have to do it this way to make money, because if meals were to be billed separately, there'd be quite a few people who wouldn't owe very much after the trip.



like swimming, dancing, deck sports, cocktails, parties, etc. The main difference is in numbers . . . and enthusiasm.



Personal service is the by-word on an ocean liner. Staff members make each passenger feel like an honored guest...



In fact, as each passenger disembarks at the end of the voyage, they confer upon him "The Order of the Palm" . . .

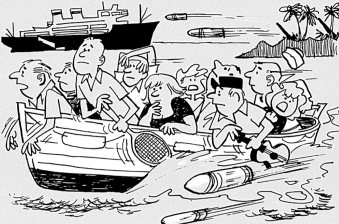


CRUISES

Luxury cruises to Caribbean and South American ports are popular with vacationers, especially in the Winter months.



However, the political atmosphere being what it is in that area, sudden changes in itinerary are sometimes necessary.



CUSTOMS INSPECTION

World travelers are often carried away by shopping bargains found abroad, and upon returning to face Custom Inspectors, may try to avoid paying duty on the items they've purchased. However, these amateur smugglers rarely get by, because sharp-eyed Customs Men are quick to spot any hidden contraband . . .

U.S. CUSTOMS



HOW CUSTOMS MEN SPOT HIDDEN CONTRABAND

Some of the Tell-Tale Give-Aways They Look For

GUILTY LOOKS



UNEXPECTEDLY HEAVY ITEMS



Bulging checks



BIZARRE OR INAPPROPRIATE ARTICLES OF APPAREL

Strange Gloves or Mittens



Strange Trouser Cuffs



ANATOMICAL ODDITIES

Bulging Bustles



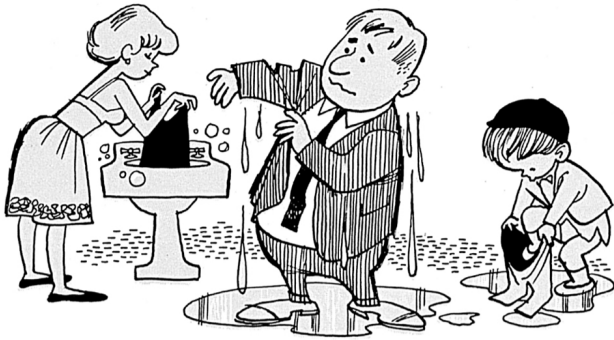
Bulging Bulges



SOME HELPFUL TRAVEL HINTS

WHAT TO WEAR

Modern travelers need never worry about laundry problems thanks to the new Wash-and-Wear clothing. Just rinse 'em out, let 'em dry, and put 'em on (the manufacturers say!)



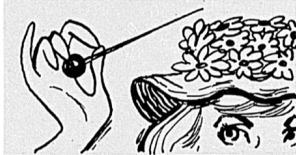
What the manufacturers don't say is: You'll look terrible in them! But since all your fellow travelers will be wearing the miserable stuff, too, you won't be too conspicuous.



WHAT TO CARRY

A woman traveling alone is wise to carry a big hatpin because the men she meets may not all be gentlemen!

That is, if her hat should blow off, there's not much chance a man'll run after it — so she better be sure it's pinned on real tight!



WHAT TO TIP

Many travelers are always wondering whether they've left a big enough "tip." In most cases, bellhops, waiters, cab drivers and so forth have subtle little ways of letting a customer know if the tip is a bit less than they expected.



LOOKING AHEAD IN TRAVEL

It is exciting to contemplate what modern technology may soon make available for the traveling public. For example, a passenger missile capable of leaving its launching pad in New York and setting down in Paris 20 minutes later. And even more exciting is the prospect of travel to the moon . . . or maybe to other planets for your vacation . . .

Although the idea of two weeks on Mars may seem exotic to the modern earthbound traveler, we're sure that once he arrives, he'll find some things are truly universal!



**WHAT SIMPLE
PASTIME IS
FAST BECOMING
A LUXURY THAT
MANY AMERICANS
CAN NO LONGER
AFFORD?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

▶

FOLD THIS SECTION OVER LEFT

◀

FOLD BACK SO "A" MEETS "B"



**AMERICA AFFORDS MANY DIVERSE PLEASURES TO
EACH CITIZEN. BUT INCREASING COSTS ARE STARTING
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WRITER & ARTIST AL JAFFEE

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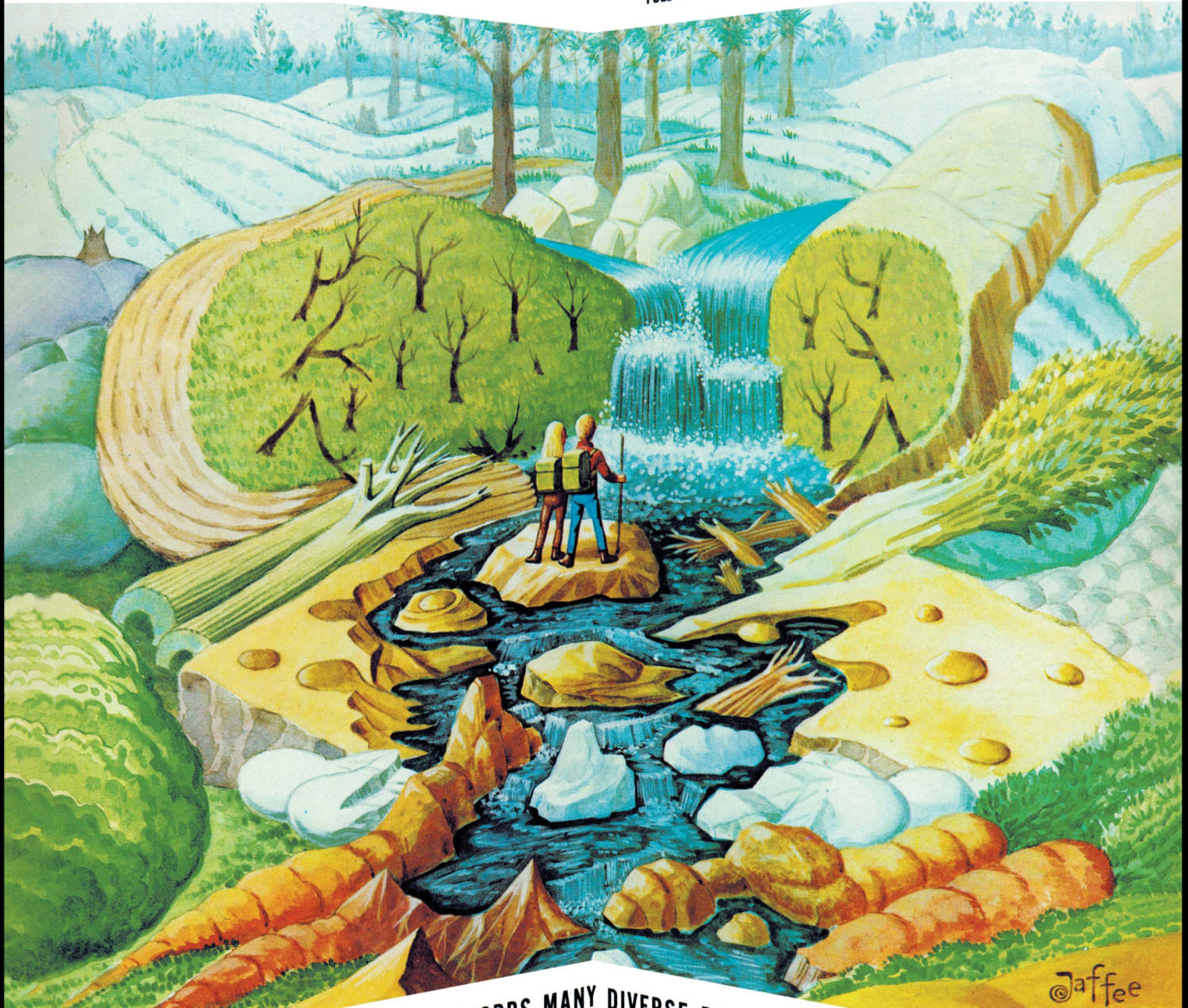
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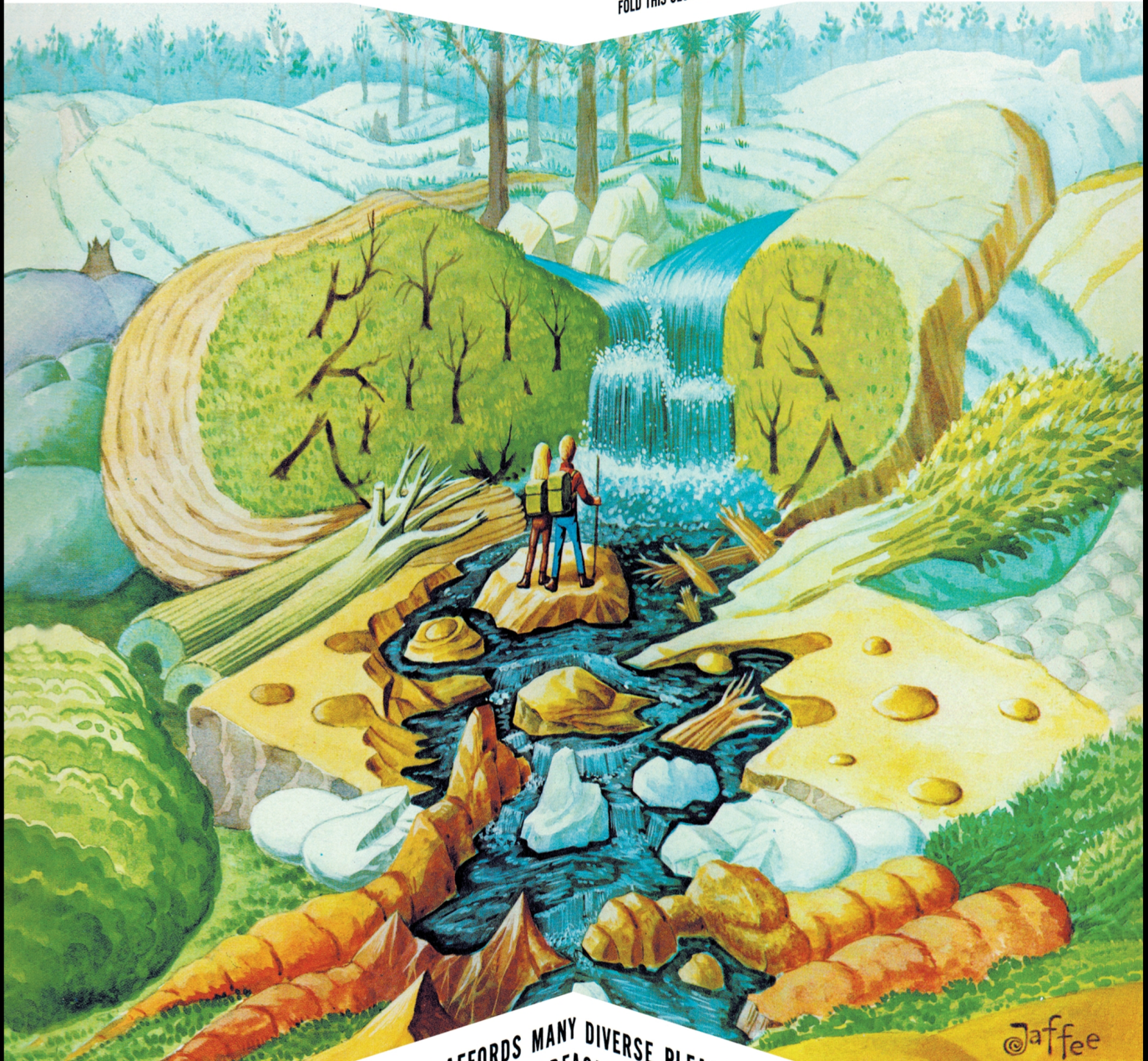


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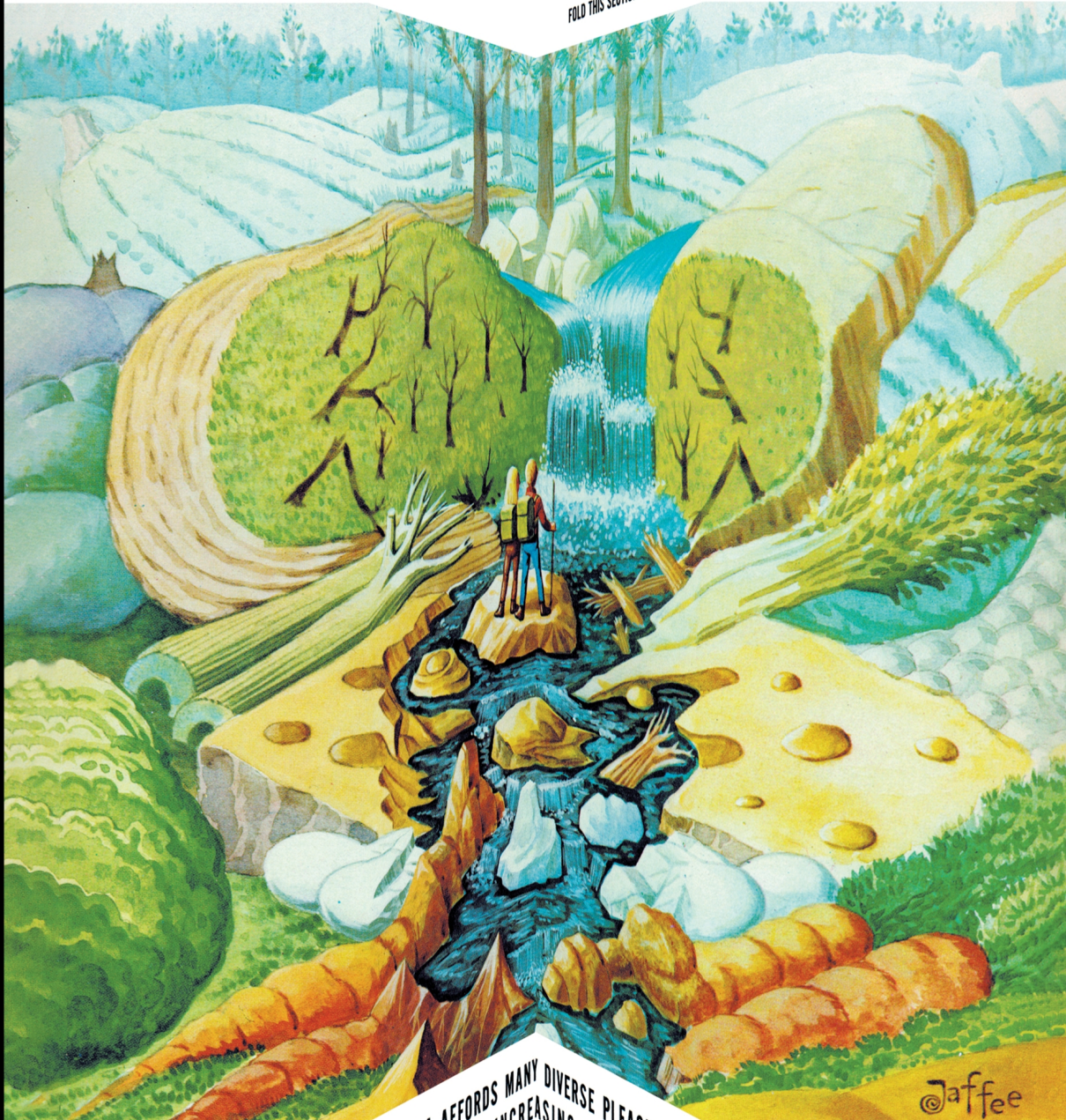


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◀ B FOLD BACK SO "A" MEETS "B"

FOLD THIS SECTION OVER LEFT



**AMERICA AFFORDS MANY DIVERSE PLEASURES TO
EACH CITIZEN. BUT INCREASING COSTS ARE STARTING
TO MAKE SOME LUXURIES IMPOSSIBLE TO ENJOY**

WRITER & ARTIST AL JAFFEE

A ▶

◀ B

**WHAT SIMPLE
PASTIME IS
FAST BECOMING
A LUXURY THAT
MANY AMERICANS
CAN NO LONGER
AFFORD?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page 28 shown.

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A ▶

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EATING

A ▶ ◀ B

MAD

